

Meet An ARABIAN HORSE MONTH



Meet an Arabian Event Planning Guide

AHA has prepared the following guide to help plan your event!

- Step-by-step timeline for organizing, publicizing and enjoying your event.
- Templates for: press release, social media ads, fliers, etc.
- Suggestions for volunteer needs

Event goals and objectives: Introduce new people to the Arabian horse through a public outreach event. Raise awareness in your community of the Arabian horse barns, lesson programs and interactions available within a 25-mile radius of the event.

Event Planning Checklist

2-3 MONTHS PRIOR

- **Determine your purpose for your event**
 - Trying to bring in more club members, gain more lessons, find more volunteers for your club or horse show?
 - Set Goals and Objectives to reach your purpose
 - What steps do you need to take to reach your purpose? How will you follow up with event attendees to encourage your next step?
- **Review Marketing Toolkit** located on the AHA site - materials have been designed to help you plan and execute your event
- **Select Date and time** – Sometime in the month of May (think about a Sunday) from 11 AM to 3 PM
- **Identify Venue** – Ideas for venue local farm, feed store, saddle club, fairgrounds, etc.
 - Does the venue require you to have insurance?
 - Do you need a permit from your city to hold and event there?
- **Gather volunteers** and assign duties (suggestions for key volunteers – event coordinator, vendor coordinator, photographer, marketing/social media coordinator, horse handlers, greeters)
- **Identify activities** you will have (pet and Arabian horse, pictures with an Arabian horse, speakers, paint a pony, samples of what horses eat, poop pick up station – how to care for horses, raffle for attendees)
- **Create Event Budget**
 - Identify any travel expenses
 - Venue expenses
 - Marketing and speaker costs
 - Liability insurance

- Any printing costs
- Identify and contact sponsors
- Apply for event grant
- **Launch the following publicity plan for your event.** AHA has provided templates for press releases, ads, etc. for your use.
 - Send press release to newspapers, radio stations, blogs, etc.
 - Print and post one-page flyers. Proofread ALL printed materials prior to printing.
 - Suggestions of local places to distribute flyers:
 - Schools and school libraries
 - College campuses
 - Eye & Dental clinics and hospitals
 - Community bulletin boards (grocery stores, libraries, parks, senior centers)
 - Coffee shops, local hotels/attractions
 - Hair salons, oil changing centers, anywhere with a waiting room
 - Post on local Facebook walls and sale listings
 - Radio ads and TV commercials
 - Send invitations to your personal contact list (mail or e-mail)
 - Create Facebook event
 - Register your event on local online event calendars
 - Neighborhood app
 - Post event information on local blogs and forums

1-2 MONTH PRIOR

- Send reminders to your contact list regarding registration and participation
 - Try to personally invite as many people as possible – email, Facebook message, calls, etc.
- Setup a volunteer time slots including setup and teardown plan
- Reach out to presenters/speakers/vendors
 - Confirm travel and accommodation details – Suggest they arrive 30 minutes to an hour prior to setup
 - Request copy of presentations
 - Do they have any special request or equipment needs?
- Sponsorship Finalization
 - Follow up and confirm sponsors
 - Get any promotional materials/signage, logos and write-ups for event page
 - Ask sponsors to share event on their promotional channels
- Continue executing on your publicity plan
 - Release announcements about keynote speakers, vendors, sponsors, etc.
 - Post your initial event news release
 - Post details on schedule, special activities, etc
- Finalize and proofread printed materials
- Make a list of items you will need to have on hand the day of the event:
 - Signup sheet for event attendees: collect parent/child name, email address and phone number
 - Raffle/drawing slips for gift cards, free lessons, etc.

- Water for volunteers
 - Name badges for volunteers and presenters
 - Sharpies,
 - ink pens,
 - paper, etc.
 - First Aid Kit
- **Order any promotional materials you'll be sharing at the event** (handouts, magazines, swag, etc.). Contact Brenna.johnson@arabianhorses.org at AHA to order.

1 WEEK PRIOR TO EVENT

- Finalize event schedule
- Confirm event with venue and discuss any special needs
 - Will venue be supplying tables, chairs, etc? If so have a count and layout planned
 - A/V Equipment
 - Any special requests by speakers/vendors
- Confirm volunteer time slots, duties and create volunteer schedule with contact information
- Send out driving directions, parking info, layout and schedule to speakers/vendors
- Finalize counts based on registration for materials, seating and special activities
- Make copies of presentations and event materials
- Organize collateral for attendees
- Create a registration check-in list - try to gather as much information as possible from attendees to use for future contact on events – name, phone number, email, etc.
- Confirm details with media attendees and special groups
- Continue to promote the event – see suggested marketing
- Create Back up plan for volunteers in case of emergency

1 DAY PRIOR TO EVENT (if possible otherwise complete on the morning of event day)

- Confirm media attendance
- Ensure all signage is in place
- Ensure registration table is prepared
- Ensure all promo items are organized and on-site
- Ensure any A/V equipment is setup and working
- Setup tables for vendors/speakers/sponsors and label
- Continue to promote event- see suggested marketing
- Speaker transport/pick-up

EVENT DAY

- Take a few deep breaths — you got this!
- 1.5-2 hours prior to event: Volunteers arrive to set up booths, area for horse, etc.
 - Volunteers man each booth/station to answer questions and assist public as they walk through
 - Offer raffle prizes (lessons, club memberships, etc.)
- Ensure registration and media tables are prepared and stocked with necessary items (such as blank name badges, paper, pens, tape, stapler, etc.)
- Ensure you have copies of all instructions, directions, phone numbers, keys, extra parking permits for VIP guests, etc. with you
- Continue to promote event – see suggested marketing
- Check with each coordinator/volunteer to insure they are on track
- Assist sponsors, speakers, and other teams as needed.
- Greet attendees and have fun!

IMMEDIATELY FOLLOWING TO 2 WEEKS POST EVENT

- Ensure nothing was left behind
- Post-event publicity
 - Share highlights and thank sponsors/speakers on social media and website
- Send thank-yous and acknowledgements to sponsors, volunteers, speakers, media attendees, etc.
 - In your thank-yous, be sure to remind the recipients of the event's success, how they contributed and to be on the lookout for future events you host
- Send out an email to your attendees – possible survey to see what they enjoyed
- Debrief with your team/volunteers on how the event went and write down what you can improve upon for future events
 - Evaluate your outcomes – did you reach your goals, did your event serve your established purpose