

Planning Timeline for an Internet Safety Event

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Up to 6 months before event

- Plan with administration
- Acquire funding
 - Speaker honoraria
 - Materials/printed handouts
- Begin building a publicity database
 - Newspaper
 - Radio
 - Television
- Interview or preview prospective speakers
 - State Department of Justice
 - Local or county law enforcement computer divisions

Two months before event

- Book speaker, provide them with specific topics, duties, and locations of presentations. Ask for their equipment needs
- Confirm location of where the event(s) will be held
- Confirm times during which the

presentations will take place

- Begin informing parent community and teachers about the event
- Plan curricular integration strategies with computer related instructors in the district/school
- Begin preparing surveys, handouts, and multimedia presentation

One month before event

- Advertise advertise advertise! Use your publicity database to send out:
 - Official district press release
 - A small condensed overview of your project
 - A master copy of your promotional flyer
 - A master copy of a one page sign promoting your event
- Double-check with your speaker to see if equipment needs have changed, acquire any handouts they may want

- duplicated for the presentation
- Post promotional signs in buildings

One and Two weeks before event

- Send out more press releases to local newspapers
- Remind parents, staff, and students of the events
- Make sure school schedules are adjusted and teachers know about changes in schedules to accommodate presentations if during the school day
- Provide Internet Safety tidbits of information to staff
- Make final plans for the actual presentation:
 - How will handouts be distributed?
 - At what time will the doors to the evening event open?
 - Who will introduce the speaker?
 - Will there be a question and answer session at the end of the evening? If so, will microphones be available?
 - How will the evening culminate?
 - If you are surveying the audience, where will participants return their surveys?

- Are you going to provide follow-up information via a web site?
- Where will participants go if they would like more information?
- How will you pay your speaker?

Day before event

- Double-check with speaker to make sure they have all the information they need to get to your school
- Send out a reminder to staff about the presentation
- Make sure technician will be available to help speaker with AV needs

Day of event

- Greet your speaker at the office and lead them to the place of presentation
- Request the speakers' preference for a meal if presentations last over half of a school day
- Make sure AV person is available to assist with hook-ups
- Implement your plan
- Make adjustments to presentations if needed
- Gather surveys at the end of the presentation

Days immediately following event

- Have survey data compiled
- Share survey data with key planners
- Send thank you notes to speaker, survey data collectors and analysts, A/V person, and any other key people involved in the organization of the event. Include survey results if relevant
- Determine when or if event should be held again and when
- Plan extension activities