

SUGGESTED PROCEDURES AND CHECKLIST FOR ENVIRONMENTAL COUNCIL PUBLIC FORUMS AND PRESENTATIONS

November 5, 2019

A. Purpose

A goal of the Environmental Council (EC) is to promote public outreach to disseminate helpful information related to protection of the environment and encourage discussion of environmental issues among stakeholders and the general public.

The purpose of this document is to assist EC members in planning and executing successful public forums and presentations.

B. Initial Planning

1. Identify the purpose and objectives of the forum or presentation and the target audience. Identify delivery method (in-person, virtual, or both). Identify tentative date/time and duration.
2. Identify appropriate speakers. Provide speakers representing various perspectives and expertise on subjects being addressed, including controversial issues. When planning a forum with multiple speakers, evaluate time constraints and potential for duplication of material.
3. For live in-person forums, secure an appropriate venue. Factors to consider include: location, room capacity, cost, parking, availability of required audio-visual (AV) equipment, and suitability to serve refreshments and food (if applicable). Consider simultaneously conducting a virtual web-based forum to increase participation.
4. For virtual forums, coordinate with OEQC for use of OEQC's platform (such as the OEQC Zoom account). Use OEQC staff to conduct the virtual forum or be thoroughly familiar with the procedures, limitations, potential technical issues, etc.
5. Make arrangements to record the event if possible. Confirm with the speakers that there are no objections to recording the presentation. Evaluate the potentially very large size of the recording and the logistics of downloading and making the recording available to others.
6. Designate an EC member responsible for the event and coordination. If assisted by outside organizations, establish a primary contact and closely coordinate the effort.
Identify budget requirements. Secure funding as needed, such as through the EC budget or donations. Donations shall be approved by the Department of the Attorney General representative for appropriateness.

C. Follow-up Planning

1. Identify and confirm availability of appropriate presenters. Review the speaker qualifications and subject matter to be covered. Obtain bio or CV for speakers. Discuss and coordinate forum format, schedule and timing with presenters. Facilitate good coordination and communication between speakers and the material to be presented to minimize duplication of information and last-minute “surprises” among the speakers.
2. Produce informative and visually appealing promotional materials in coordination with appropriate State communications department personnel at least 30 days prior to event. Materials should include the event title, presenters, event partners, location, date, time and other event specifics. Consider including links to additional related information.
3. In coordination with State communications department personnel, OEQC and event presenters and partners, provide event publicity, including posting in The Environmental Notice, press releases, social media communication, personal contacts, physical posting of the flyer, and announcements through stakeholder organizations.
4. Finalize any arrangements for video recording and Internet posting of recording of event.
5. Establish and test links for on-line pre-registration.

D. Prior to Event (recommend no later than 14 days prior)

1. Designated EC member to confirm venue set up, such as podium and seating arrangement, audio visual equipment, etc.
2. Confirm presenters and coordinate transmittal of presentation (electronic computer file). Confirm back up computer for presentations and ascertain any specific presentation or speaker requirements.
3. Verify event technical support and arrangements for backup support.
4. Coordinate and finalize introduction logistics and information with presenters.
5. Coordinate food and refreshments, lei, appreciation gifts as applicable.
6. Coordinate and produce a forum sign-in sheet, program schedule, and any handouts as applicable.

E. Day Before Event (last business day before event)

1. Reconfirm Items D.1 through D.6 above.

F. Day of Event

1. If an in person event, arrive early to check venue and AV equipment. Rearrange tables and chairs as needed (have sufficient manpower to do this if required). Arrange food and refreshments.

2. If a digital event log in 30 minutes prior to admit presenters first and then attendees when the time for the event arrives.
3. Greet arriving speakers and guests. Have them to sign in and provide them with any handouts. Direct them to the refreshments if applicable.
4. Thank speakers and event assistants. Distribute gifts of appreciation if applicable.

G. Following the Event

1. Send out thank-you letter to event sponsors, key assistants and others as appropriate.
2. Coordinate editing of video recording. Post on appropriate websites and publicize availability (notify those on sign-in sheet).
3. Conduct post-event evaluation (what went well, what could be improved, etc.).