# Event Planning in MNsure Outreach

*Tips for Successful Planning*

## Partner Engagement

One thing to consider when planning an event is which partners, if any, you need to engage in order to help you be more successful. Some questions to ask yourself to determine if you should engage an external partner are:

1. Do I currently have any partners who could help me reach my target audience?
2. Do I have event space, materials, equipment, staffing, or other needs that could be met by engaging an external partner?
3. Would this event offer some sort of benefit to an external partner?
4. What would I need to do in order to make successfully plan this event with a partner and is that effort worth the benefit to my organization?

## Promoting Your Event

Another thing to consider in developing your event plan is the resources you have at your disposal to help you promote your event. Some questions to consider are:

1. What methods of promotion would best reach my target audience? In-person outreach, phone calls, emails, newsletters, social media, a news story, etc.?
2. How can my partners and I publicize the event, both together and separately?

## Managing Your Attendees

You will also want to ensure you are managing your expectations for turnout. Some questions to ask yourself are:

1. Is this an open house event or do we need people to set up an appointment (or RSVP)? How are we making this clear to attendees?
2. How does an open house event versus an appointment-based one affect our staffing needs—will we need more assisters, greeters, etc.?

## Conducting a Walk-Through

One of the best ways to thoroughly prepare for your event is to conduct a walk-through before the event itself. Find a time to meet with the event space manager and consider the following:

1. Will you need to move furniture, set up your own AV equipment, and/or put up significant signage? How will that affect your set-up and tear-down plans?
2. Will attendees be able to move smoothly through the space? Are there changes you need to make in order to help traffic flow better?
3. If enrollment is happening, where is the best area to seat your assisters so that consumers can disclose their information privately?
4. If using AV, where will the equipment be set up? Does the space have equipment to use, or are you bringing your own?