Steps to Success

TIPS FOR HOSTING AN IN-PERSON BUILDING SAFETY MONTH EVENT

BUILDING SAFETY MONTH

Hosting an in-person event is one way to help spread awareness about building safety and the important work done by building safety professionals. Here are some tips to keep in mind when planning and executing in-person events.

BEFORE YOUR EVENT

Develop content and secure subject matter experts.

- Brainstorm what type of event you'd like to host, and what aligns best with your audience. Common Building Safety Month in-person events include seminars, construction site walkthroughs, mock inspections, classroom presentations, etc.
- Create a rough outline of the event, including talking points, and gather digital assets like videos, pictures, slides, etc.
- Book guides, panelists or speakers (also known as "subject matter experts") as soon as possible, and make sure you have approval from your/their department.

Secure the venue, vendors and resources.

- Choose a venue or location that can meet your capacity and attendance goals.
- Consider what time and day of the week will align best with your audience's schedules.
- Make sure the venue has public facilities available, and meets your needs for electricity.
- Check whether the venue includes a projector and a screen, a microphone and PA system, etc.
- Observe state and local guidelines for safety best practices and restrictions.
- Coordinate with any event sponsors for signage and product placements.
- [Preorder any promotional materials](#) like brochures, flyers and other customized items.

Set up the registration page.

- Create a basic registration page where attendees can learn more and register for your event.
- Your registration page should include:
  - » Event name
  - » Time, date and duration
  - » Event summary including what the audience will learn
  - » Guests/panelists and their credentials
  - » Engaging photos or videos
  - » Button to register
  - » Invitation to share with their friends
  - » Sponsor logos

Promote your event.

- Promote your event four to six weeks in advance through social media, email invitations, advertisements, etc.
- Include why someone should register, and what they'll learn at the event.
- If your event has a cap, add urgency to your posts as the event approaches by including language like "Time's running out!", or "Don't wait, limited spaces remain!"
- Direct potential attendees back to your registration page, with clear language like "Register Today".
- Ask your sponsors, venue, department, etc. to also promote your event on their channels and outlets.
- Send a notice out to all registered attendees the day before the event to remind them of the time, date, location, etc. Here you can also include weather updates, and recommendations for attire.

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BEFORE YOUR EVENT (continued)

Practice, organize and test.

- Run through your agenda beforehand with all parties and note timing or any sticking points.

- At least one week before, "walk through" the event as if you are an attendee – from the moment they arrive to when they leave – to make sure you haven't missed anything.

- If you're featuring more than one speaker/presenter/guide, practice transitions between each portion of the event.

- Make sure all presentations, music cues, lighting, etc. are all finalized and the operator knows his/her cues.

- Make sure you have a backup plan if you face a technical problem or if the venue must be changed at the last minute due to weather or unforeseen circumstances.

DAY OF YOUR EVENT

Check, and double check.

- Bring a printed list that includes all remaining tasks and action items to share with your team.

- Coordinate with your speakers, sponsors, etc. to arrive early and finalize set up, and include additional buffer time to troubleshoot any issues.

- Do a final test on all visual and sound systems.

AFTER YOUR EVENT

Follow up with your audience.

- Send a follow up email to guests who attended.

  » Share any recorded assets from the event, and any additional resources on the topic.

  » Include a survey for feedback on how to improve your event for next year.

  » Answer questions from your event and give metrics on attendance.

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