

## Event Communication Checklist

*To plan a successful event in the Devils Lake area, please use our checklist to make sure you are hitting all the media outlets and advertising areas that are possible.*

- 1. Create a Facebook Event
- 2. Enter into Community Event Calendar (<http://events.devyslakend.com>)  
Add detailed event information, photos, poster file and check all appropriate categories
- 3. Create a Press Release for your event
- 4. Enter into ND Tourism website –under partner access  
(<https://partners.ndtourism.com/user/login/>) – can also add press release
- 5. Create a Poster that can be distributed around town
- 6. Periodically update your information on your Facebook Event Page  
Make a calendar for yourself to follow as a good reminder
- 7. Send your press release to all local/regional/statewide media outlets
- 8. Make an advertising schedule & budget for paid advertising  
(radio, television, newspaper, etc)
- 9. Continue your efforts until your event is over
- 10. Personally invite local media reporters to your event about a week before the event  
to help gain exposure

### After the Event

After your event consider following up with an event recap on all of your outlets, as well as send any thank you notes that are needed and then start planning for next year. Decide on a date as soon as possible and get it onto the Devils Lake Community Calendar as soon as you know the date. Securing the date and adding information as you go will help other community members in planning their own events to try not to overlap as well as let people save the date on their own personal calendars sooner than later.

Contact Suzie Kenner at 701-662-4903 for any questions or other tips on how to plan a successful event.