EVENT CHECKLIST

Whether you are organizing a die-in, a vigil, an event that targets board members, a rally, etc. – Use this checklist to help plan your event.

3-4 WEEKS BEFORE EVENT

☐ With your group, decide what type of event you want to hold and how it will contribute to your local campaign goals. Possibilities include a Die-In, candle lighting memorial service, speakers and film screening, a nighttime march with torches (great visual) – see our complete list of action ideas on our website for more.

☐ Choose the location of the event – university campuses, pedestrian areas, downtowns, and Dow facilities can all make great event locations. Ideal locations are accessible, symbolic, and have sufficient foot traffic. If it’s outside make sure to have a rain location. Location will depend a lot on what type of event you are planning.

☐ Find out if you need to make a reservation or procure a permit to have access to your preferred location. If so, find out how to do so and start that process immediately.

☐ Set a time and specific meeting-place for the event.

☐ If you are on a campus, table at college-wide events and generate a list of interested volunteers who may be interesting in taking part in your event.

☐ Reach out to environmental justice, human rights, and other interested groups in the area and invite them to come to your event or to help organize it with you. Phone calls are best!

☐ Find people online in your area on meetup.com, facebook.com, etc. who seem like the may be interested in your event and reach out to them as well.

☐ Create a “master” contact list of possible participants and supporters

☐ Send action information to everyone on your “master” contact list. Email should include:
  - Reason for the event; Type of event; Place of event (address); Date, time, length; Speakers (if any); Organizers’ Contact information; Other information as appropriate.

☐ After initial plans are complete, create flyer that advertises the event and post as appropriate (should include same information as email). Try to make it visually appealing. If your event is a direct action of some sort, don’t advertise it publicly ahead of time.

☐ Keep track of "master" contact list and continue to add new contacts to it.

☐ Have an event-planning party.
  - Discuss and decide what message you want to give to the public and what images/visuals you want to use to help create that. Think about who may speak at the event as well.
  - If relevant: Make all props, gather all materials and write skits or chants you’ll want to use.

☐ Create a standard social media post and hash tags for your event/campaign (check with ICJB regarding what tags we may be using). Ask all of your supporters to begin using this hash-tag and to send out announcements about the event to all their social media contacts.

1-2 WEEKS BEFORE EVENT

☐ Call those who said they were interested and ask them again to attend your event.

☐ Create more visibility around your event by putting up posters and chalking.

☐ Finalize specific roles for the event – see the Action Roles check list for more information.

☐ DO A SITE CHECK! Scout out the area and determine where people should park, stand, where signs should be held, etc.
Print out fact sheets and other materials, such as an outreach sign up sheet and a local campaign petition (for instance, if you are also planning a longer-term campaign to pass a resolution against Dow Chemical in your town or school, you can get people to sign a petition supporting this effort during your event).

Outreach to media – see media planning check-list for more information.

Collect/create your posters & props. Think about how to make the event visually attractive through signs and banners, T-shirts with slogans, costumes and theater and so on. (You can cheaply make full color T-shirts with color inkjet printers, an iron, and T-shirt transfer paper.)

2 DAYS BEFORE

- Call and confirm all the people who said they’d be there.
- Develop a back-up plan for unexpected complications (such as getting kicked out, or a police presence).
- Finalize your program and schedule.
- Finish all signs and visuals. If you’re doing a die-in, make sure you have extra shrouds.
- Print out copies of any protest chants you want to use, so all can be involved.
- If you are planning a direct action, make sure all participants are aware of their legal rights. Many resources about legal rights in the USA are available on www.bhopal.net.

DAY OF THE EVENT

- Remember to bring all your posters and props to the event.
- Have enough fliers to hand out (at least 200-250), outreach sign-up sheets, and petition sheets.
- Bring clipboards and pens for sign up sheets and petitions.
- Keep speakers on strict time limits that you warn them about in advance. Be fearless and don’t be afraid to cut someone off if you need to keep the event going.
- Have a good diversity of speakers (gender, race, age, etc.) - don’t rely again and again on the same good speakers. New people need to develop those skills too, and they’ll have a blast. Trust them.
- Get people to crowd together and hold colorful banners in the background so you can get some great pictures for the media.

AFTER THE EVENT

- Send details and pictures to us right away at justice@bhopal.net.
- Follow up with media contacts that covered your event and thank them for their time.
- Submit Letters to the Editor and Op-Eds in your local paper about your event.

Bhopal Protest in New York City, April 2008 * photo by Daniel Yeow
◆ www.bhopal.net ◆