National Dam Safety Awareness Day –
Local Event Planning Checklist

This document contains a checklist for local event planners to use in planning an event for National Dam Safety Awareness Day.

Local Event Planning Checklist

- Identify potential partners to assist with planning; reach out to them to assess interest
  - Don’t forget to contact your local State Dam Safety Program
- Hold a kick-off meeting with willing partners
- Develop an event scope document
  - Determine what the program will include
  - Identify the host and speakers
  - Brainstorm ideas to engage with participants and make your event interactive
- Identify the location
  - Alongside or near a dam is recommended, but not required
  - Utilize a large enough space for projected attendance
  - Make guest parking arrangements
  - Determine if a power source is necessary and, if so, available
  - Identify a backup location in case an outdoor event is not possible
  - If an in-person event is not possible, consider hosting a virtual educational program
- Develop an invitation list
  - Include key stakeholders, local officials, relevant media and the public
  - Tell your local school district about the event
☐ Create and send an e-mail save-the-date

☐ Create and distribute the email invitation
  ☐ Make follow-up calls as needed

☐ Create and send a press release to local media outlets
  ☐ Make follow-up calls as needed

☐ Advertise on your organization’s website and in newsletters (or other publications)

☐ Promote the event using social media (LinkedIn, Facebook, Twitter, Instagram)

☐ Prepare/gather any displays/handouts/printed materials needed for your event

☐ Create name badges for key participants

☐ Assign someone to sign-in participants on a clipboard sign-in sheet

☐ Assign someone to take photos/video (be sure to have release forms on hand)

☐ Send thank you e-mails and ask for feedback following your event

Share your stories and/or photos with us by using the #DamSafetyDay hashtag on Facebook, Twitter, Instagram and LinkedIn.