

## Preparing for Monthly Programs

The first six programs are considered part of your chapter's launch; however, program management is an ongoing process that will carry you forward continuously. Before all first six programs are held, you will begin planning for additional programs for the remainder of the year. The activities in this section will guide your program planning activities as long as your chapter is active.

### As Early as Possible

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
X	X	X	X	X	X	X	<b>Plan programs your chapter will offer</b> <ul style="list-style-type: none"> <li>First year, programs will be planned in 6-month increments (Thereafter, you are encouraged to plan programs for the entire calendar year)</li> <li>While program planning is initiated by Programming Team, the entire LT finalizes programs and recommends presenters and sponsors</li> </ul>
			X				<b>Finalize program presenters</b> <ul style="list-style-type: none"> <li>Send Presenter packet of information</li> <li>Collect needed information about presenters</li> <li>Add information to Programming Submission form (<a href="https://www.acapcommunity.org/events/community/list">https://www.acapcommunity.org/events/community/list</a>)</li> </ul>
				X			<b>Finalize program sponsors</b> <ul style="list-style-type: none"> <li>Send Sponsorship packet of information</li> <li>Collect needed information about sponsors</li> <li>Add information to Programming Submission form (<a href="https://www.acapcommunity.org/events/community/list">https://www.acapcommunity.org/events/community/list</a>)</li> </ul>
	X						<b>Confirm payment of Program Sponsorships and add to Programming Submission form</b> ( <a href="https://www.acapcommunity.org/events/community/list">https://www.acapcommunity.org/events/community/list</a> ) <ul style="list-style-type: none"> <li>Be sure sponsorship fees have been received, acknowledged, and deposited. Logos will not be included on program publicity until sponsorship payment is received.</li> </ul>

### 6-8 Weeks Before Program

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
	X		X	X			<b>Have all information on Programming Submission Form for upcoming program (All publicity is taken from information on this form so cannot be developed until the information is complete.</b> ( <a href="https://www.acapcommunity.org/events/community/list">https://www.acapcommunity.org/events/community/list</a> )
	X						<b>Confirm payment of Program Sponsorships and add to Programming Submission form</b> ( <a href="https://www.acapcommunity.org/events/community/list">https://www.acapcommunity.org/events/community/list</a> )

							<ul style="list-style-type: none"> <li>Be sure sponsorship fees have been received, acknowledged, and deposited. Logos will not be included on program publicity until sponsorship payment is received.</li> </ul>
	X		X	X			<p><b>Be sure all information about upcoming programs is on the Chapter Program Submission form</b> (<a href="https://www.acapcommunity.org/events/community/list">https://www.acapcommunity.org/events/community/list</a>)</p>
<p><b>ACAPcommunity digital marketing begins developing publicity for upcoming program, including web, YouTube, flyer &amp; press release</b></p>							

### 3-4 Weeks Before Program

<p><b>ACAPcommunity digital marketing posts program info to social media and creates/begins emails to 3 audiences</b></p>							
Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
X		X	X	X			<p><b>Finalize program details</b></p> <ul style="list-style-type: none"> <li>Mail or email Final Program Detail Information to speaker</li> </ul>
X	X	X X	X	X	X	X	<p><b>Further publicity</b></p> <ul style="list-style-type: none"> <li>Repost social media program publicity (particularly responsibility of marketing liaison team)</li> <li>Distribute flyer for upcoming program to area businesses, agencies, and organizations <ul style="list-style-type: none"> <li>Beginning with your second program, ACAPcommunity's digital marketing team will send the flyer to you before your preceding program</li> </ul> </li> </ul>
X	X	X	X	X	X	X	<p><b>Determine role for each LT member at launch</b></p> <ul style="list-style-type: none"> <li>Greeter, registration, etc.</li> </ul>
X							<p><b>Schedule monthly LT meetings</b> (if not already scheduled)</p>

### 1 Week Prior to Program

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
<p><b>ACAPcommunity digital marketing sends reminder email</b></p>							
X	X	X X	X	X	X	X	<p><b>Further publicity</b></p> <ul style="list-style-type: none"> <li>Repost social media program publicity (particularly responsibility of marketing liaison team)</li> <li>Distribute flyer for upcoming program to area businesses, agencies, and organizations <ul style="list-style-type: none"> <li>Beginning with your second program, ACAPcommunity's digital marketing team will send the flyer to you before your preceding program</li> </ul> </li> </ul>

X	X	X	X	X	X	X	Prepare all materials, technology, and details for launch
			X				Touch base with speaker, providing anticipated attendance, and making sure you have cell phone number in case of last-minute need for contact; finalize technology needs
				X			Touch base with sponsors, providing anticipated attendance, coordinating/finalizing refreshments (if sponsors provide refreshments) and making sure you have cell phone number in case of last-minute need for contact
X	X	X	X	X	X	X	Check RSVP's to follow up with any invited but not registered ( <a href="https://www.acapcommunity.org/events/community/list">https://www.acapcommunity.org/events/community/list</a> and your chapter login)

### 2-3 Days Prior to Program

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
<b>ACAPcommunity Digital Marketing Team sends email reminder</b>							
X	X	X X	X	X	X	X	<b>Further publicity</b> <ul style="list-style-type: none"> <li>Repost social media program publicity (particularly responsibility of marketing liaison team)</li> <li>Distribute flyer for upcoming program to area businesses, agencies, and organizations <ul style="list-style-type: none"> <li>Beginning with your second program, ACAPcommunity's digital marketing team will send the flyer to you before your preceding program</li> </ul> </li> </ul>
			X				<b>Communicate with speaker:</b> <ul style="list-style-type: none"> <li>Confirm speaker still plans to lead the program</li> <li>Provide update on anticipated attendance numbers</li> <li>Offer details re venue location, equipment, etc.</li> <li>Coordinate speaker needs regarding equipment and/or materials for the presentation <ul style="list-style-type: none"> <li>Be sure you know if the speaker plans to print his/her handouts or whether s/he expects your chapter to do the printing</li> </ul> </li> <li>Exchange cell phone numbers (speaker and LT member) in case there's a need for last-minute contact for either party</li> </ul>
				X			<b>Communicate with sponsor(s):</b> <ul style="list-style-type: none"> <li>Confirm sponsors still plan to attend and will be represented at the program</li> <li>Provide update on anticipated attendance numbers</li> <li>Offer details re venue location, equipment, etc.</li> <li>Ensure sponsors have all needed information</li> </ul>

							<ul style="list-style-type: none"> <li>Ensure coordination of refreshments (if sponsors are providing)</li> <li>Exchange cell phone numbers between Sponsorship Coordinator and each sponsor in case there's a need for last-minute contact</li> </ul>
X							<b>Develop and print program script</b> <ul style="list-style-type: none"> <li>Be sure to take the script to your program venue</li> </ul>
X	X	X	X	X	X	X	<b>Check RSVP'S to follow up with those invited but not registered</b>
						X	<b>Ensure all needed materials and supplies are ready</b>

### 1 Day Prior to Program

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
X	X	X X	X	X	X	X	<b>Further publicity</b> <ul style="list-style-type: none"> <li>Repost social media program publicity (particularly responsibility of marketing liaison team)</li> <li>Distribute flyer for upcoming program to area businesses, agencies, and organizations <ul style="list-style-type: none"> <li>Beginning with your second program, ACAPcommunity's digital marketing team will send the flyer to you before your preceding program</li> </ul> </li> </ul>
			X				Update presenter if significant registration change
				X			Update sponsor if significant registration change
						X	Develop and print alphabetized pre-registration list ( <a href="https://www.acapcommunity.org/events/community/list">https://www.acapcommunity.org/events/community/list</a> + chapter login)

### Day of Program

ACAPcommunity Digital Marketing Team will send email reminders the morning of your program and 1-2 hours before your program

### 1 Hour Before Program Begins

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
X	X	X	X	X	X	X	<b>Leadership Team arrives at venue</b>
						X	<b>Check venue heating or air conditioning to ensure comfortable temperature</b> <ul style="list-style-type: none"> <li>Room typically will get warmer as numbers of people increase</li> </ul>
						X	<b>Assign 2 persons to place outdoor signage and chapter banner</b> <ul style="list-style-type: none"> <li>Signage: <ul style="list-style-type: none"> <li>Outdoors at the road/point of vehicle entry</li> <li>At entry doors to venue</li> <li>Other locations as needed to direct participants</li> </ul> </li> </ul>

							<ul style="list-style-type: none"> <li>Place banner inside near registration table or in presentation room</li> </ul>
						X	<p><b>Ensure furnishings are in place</b></p> <ul style="list-style-type: none"> <li>Ensure sufficient tables and chairs for attendees, sponsors, registration, refreshments &amp; presenter materials</li> <li>Have available a podium, etc. for presenter</li> </ul>
						X	<p><b>Set up refreshment table and registration area</b></p> <ul style="list-style-type: none"> <li>Use ACAP table covering at registration table</li> <li>Refreshments may be sponsor responsibility; if sponsors are not providing all refreshments, ensure refreshments are provided or coordinated and be sure all serving pieces, etc. are ready</li> </ul>
						X	<ul style="list-style-type: none"> <li>Ensure readiness of materials</li> <li>Registration materials (including pre-registration list &amp; pens, new attendee registration form, rack cards, and 6-month/annual program schedule flyer, ACAP name tags and markers) <ul style="list-style-type: none"> <li>You may wish to provide index cards and pens on tables for attendees so they may write questions for the speaker rather than verbalizing them. If your chapter offers index cards &amp; pens, LT members will need to collect them and provide to the speaker</li> </ul> </li> </ul>
		X					<p><b>Photos</b></p> <ul style="list-style-type: none"> <li>Any person captured in a photo or video must sign a photo release before ACAP can use their image in any printed or digital publication</li> </ul>
		X					<p><b>Assign 1-2 door greeters</b></p> <ul style="list-style-type: none"> <li>Greeters stand outside or immediately inside the exterior door to greet participants and direct them</li> </ul>
		X					<p><b>Assign 2-3 to greet, register attendees, and provide name tags inside the venue</b></p> <ul style="list-style-type: none"> <li>Ask attendees to write their name on the nametag and wear it during the program</li> </ul>
							<p><b>Assign remaining LT members to serve as inside greeters inside the presentation room and/or near refreshment table to interact with attendees. Find out:</b></p>

							<ul style="list-style-type: none"> <li>• How did you hear of ACAP?</li> <li>• Are you a caregiver or professional?</li> <li>• Are you caring for a parent? Spouse? Other loved one?</li> <li>• How are things going for your loved one?</li> <li>• How are you doing?</li> <li>• What is going well in your caregiving?</li> <li>• What is causing you the most difficulty?</li> </ul>
					X		<p><b>Ensure equipment is ready</b></p> <ul style="list-style-type: none"> <li>• Laptop, projector, and screen; microphone (2, if possible); A-V system; Wi-Fi, etc.</li> <li>• Be sure to check for readiness of equipment: batteries, connection between laptop and projector, screen, or wide-screen television, etc.</li> <li>• Use extension cords, as necessary; ensure cords are away from walking paths or secured to the floor to prevent trip hazards!</li> <li>• Be sure you know how to use all equipment, including A-V system, etc.</li> <li>• Test all technology 45-60 minutes before program begins to ensure compatibility with venue technology</li> <li>• Test pre-program slide deck, then begin showing 30-45 minutes before program begins</li> <li>• Load presenter slides</li> </ul>

### 30-45 Minutes Before Program Begins

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
					X		<b>Begin pre-program slide deck</b> <ul style="list-style-type: none"> <li>Deck should be programmed to loop continuously until stopped before program start</li> </ul>
X			X		X		<b>Program speaker arrives</b> <ul style="list-style-type: none"> <li>Welcome the speaker</li> <li>Review introductions</li> <li>Make sure the presenter has everything she/he needs for the program; load or prepare presentation equipment</li> <li>Facilitator: review program format/timing with speaker, letting speaker know of intent to adhere to stated times for the program (example: 5:30 beginning, 6:55 ending)</li> <li>Facilitator: ascertain speaker's preference regarding questions being asked during the presentation or held until the end; inform speaker that a member of the Programming Team will give a signal to wrap-up the presentation 2 minutes before the time limit</li> </ul>
		X					<b>Assigned inside greeters begin welcoming and registering attendees</b> <ul style="list-style-type: none"> <li>Use pre-printed list of registrants <ul style="list-style-type: none"> <li>Check off names if pre-registered; write in names as needed</li> <li>Note number attending in each party to aid in final tally of attendees</li> <li>If an attendee is new to ACAP, ask them to fill out the New Attendee Contact Card and give it to a greeter immediately, or at the end of the program, so they may be added to the ACAP mail list to receive notices about future programs</li> </ul> </li> <li>Provide name tags for all attendees and ask them to write their name on the tag and wear it during the program</li> <li>Provide handouts <ul style="list-style-type: none"> <li>6-month program schedule</li> <li>2 Rack cards to share with a friends, healthcare providers, elder law attorneys, etc.</li> <li>Flyer for next program</li> </ul> </li> </ul>

## 2 Minutes Before Program Begins

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
X							Signal speaker, sponsors, and attendees to prepare for the beginning of the program
					X		Stop pre-program presentation slides and prepare to open speaker's presentation

## First 10 Minutes

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
X							<b>Welcome, introductions, and announcements</b> <ul style="list-style-type: none"> <li>Sponsors speak for 2 minutes each</li> </ul>

## Next 70 Minutes

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
							Speaker gives presentation and holds Q&A session

## 7 Minutes Before Program Ends

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
X							Chapter Coordinator gives 2-minute signal for speaker to wrap up presentation

## 5 Minutes Before Program Ends

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
X							<b>Chapter Coordinator wraps up program</b> <ul style="list-style-type: none"> <li>Thank sponsors and greeters</li> <li>Remind group about next month's program</li> <li>Asks for program feedback (via survey form)</li> </ul>

## Program Ends (on Time)

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
X	X	X	X	X	X	X	<b>LT performs final duties for event</b> <ul style="list-style-type: none"> <li>Continue making attendees feel welcome</li> <li>Help sponsors and speakers get materials to their cars</li> <li>Clean up venue</li> <li>If New Attendee Contact Cards are used, give to Marketing Liaison Team</li> </ul>
			X	X		X	
						X	
						X	



### 30-45 Minutes After Program Ends

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
X	X	X	X	X	X	X	Typical time all attendees have left; the venue is cleaned up and LT leaves

### Program Follow-Up: Within 1 Week

Coord	Fin	Mktg	Prog	Spon	Tech	Ven	Activities
		X					Send ACAPcommunity names & email addresses of program walk-ins
ACAPcommunity Digital Marketing Team sends “thank you” email to all attendees and includes link to program video, program feedback survey, and info about next program							
X			X	X			Write and send “thank you” notes to presenter and sponsors
X							Maintain file of attendee quotes/testimonials for future use
						X	Compile attendance report
						X	Ensure materials are ready for next program
			X	X			If needed, update information for next program on Programming Submission form ( <a href="https://www.acapcommunity.org/events/community/list">https://www.acapcommunity.org/events/community/list</a> and chapter login)
			X				Follow up with next Program Speaker
				X			Follow up with next Program Sponsors
X	X	X	X	X	X	X	Meet as a team to debrief launch and finalize plans for next program
			X	X			Maintain records of well-attended program topics
X	X	X	X	X	X	X	Begin sharing next month’s program flyer