



Davis4Health

# Event Planning Guide

A guide to planning Davis4Health events

**DAVIS4  
HEALTH**

 **Davis**  
COUNTY  
HEALTH DEPARTMENT

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# Introduction

## Purpose

This guide was compiled to share staff expertise in planning and carrying out Davis4Health events and provide an understanding of the many components of the event planning process. Best practice recommendations and examples are provided. Since various events are referenced, there may be unique situations that apply to specific events. Not all of the information will apply to every event.

Health Strategy Bureau (HSB) staff organize and carry out recurring community events throughout the year. These events include the Davis4Health Equity Forum (starting in 2026, will be renamed the Davis4Health Annual Forum), Davis4Health Steering Committee meetings, annual celebrations, partner meetings, Mental Health Screening for Youth events, Davis Links Resource Forums, and the Davis County Resilience Symposium.

## Using this guide

Review each section and identify relevant information for the event you are planning. This guide is meant to be a resource to help consider all the facets of an event.



## Questions

Questions about this guide can be directed to Davis County Health Department, Health Strategy Bureau, 801-525-5212, [healthstrategy@daviscountyutah.gov](mailto:healthstrategy@daviscountyutah.gov). This report was released in August 2025.

Last updated: August 2025



# Davis4Health Events & Descriptions

## **Annual Davis4Health Celebration**

Davis4Health hosts annual health improvement celebrations which began in 2015. Typically held in February, these events provide an opportunity to celebrate partner progress, accomplishments, and successes related to the Community Health Improvement Plan (CHIP). An annual progress report is distributed. These two-hour lunchtime meetings involve 40-60 community members and partners. The celebration is planned by HSB staff.

## **Davis County Resilience Symposium**

The Davis County Resilience Symposium (hereafter referred to as the “Resilience Symposium”) has been held annually in January or February since 2019. The purpose of the symposium is to build Adverse Childhood Experiences (ACEs) awareness, become a trauma-informed community, and increase self-care. Since 2023, the event has been conducted in a hybrid format - virtually via Zoom and in-person at Davis Technical College. The symposium is held as a morning event, typically from 8:30 a.m. - 12:30 p.m. The symposium is planned by a subgroup of the Davis County Human Services Directors Committee.

## **Davis4Health Equity Forum\***

The Davis4Health Equity Forum (hereafter referred to as the “Equity Forum”) has been held annually at the beginning of the year since 2023. The goals of the forum are to recognize community conditions that are barriers to equity and inclusion; connect equity to personal stories, the workplace, and the community; and connect with each other and with resources and services. The forum is held as a morning event, typically from 8:30 a.m.-12:30 a.m., at Davis Technical College. The forum is planned by a committee composed of HSB staff and other interested partners internal/external to the health department. \*Starting in 2026, the event will be renamed the Davis4Health Annual Forum.

## **Davis4Health Steering Committee Meetings**

The Davis4Health Steering Committee provides guidance for community health improvement efforts such as the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP). Steering Committee meetings began in 2016 and are held two times per year (spring & fall). These two-hour lunchtime meetings involve 40-60 community members and partners. The meetings are planned by HSB staff with input from prevention leaders from Davis School District and Davis Behavioral Health.





### Davis Links Resource Forums

Monthly resource forums link service providers to available county resources. Each month centers on a topic or training. Topic-based forums feature a main presenter who opens the meeting by giving a brief overview of the topic, followed by short presentations from several community organizations that provide resources related to the topic. Other forums are training-based to build participant skills. Some forums take place virtually and others are held in-person. In-person forums are typically held in the Davis County Administration Building in Farmington. All take place from 9:00 a.m. -10:30 a.m. the last Tuesday of each month (excluding July and December). The resource forums began in 2016 and are planned by a committee composed of a HSB staff member and representatives from other organizations.



### Mental Health Screening for Youth

Mental Health Screening for Youth events are conducted twice a year as an opportunity for parents and youth in Davis County to check in with a mental health professional for free. The purpose is to provide access to mental health screening, link to appropriate services and treatment, and facilitate early intervention. One screening event is for elementary-aged youth and the other for secondary-aged youth. Refer to the [2024 Elementary Screening Summary](#) for an overview of one of these events. The screening events began in 2017 and are planned by a committee composed of a HSB staff member and representatives from other organizations.

### Other

Work sessions, webinars, workshops, trainings, and other partner meetings are scheduled as needed.



# Budget & Purchases

When planning an event, it is important to consider costs since some events may require funding while others may not. If funding is needed, consider whether the funds were included in a contract or in the annual budget. For HSB, any budget items need to be submitted in June of the year before the event.

Possible budget items:

- Food, refreshments, drinks
- Cutlery, plates, cups, napkins
- Table coverings, centerpieces
- Venue reservation fee
- Speaker fee, travel fee
- Thank-you gifts (speaker, planning committee)
- Promotional materials
- Printing (progress report, assessment, etc.)
- Continuing education credit application fee (CHES®)
- Volunteer uniforms, badges (event t-shirt, etc.)
- Adult facilitation tools (fidget toys, etc.)
- Folders
- Name tags

Community partners may be interested in providing support for the event. Partners must offer to contribute funds voluntarily since health department staff cannot solicit funds. Refer to the [county donation policy](#) for guidance. Partners may offer support in a variety of ways, such as providing the venue, catering the food, paying for presenters, providing continuing education credits, etc.

## Internal Purchase Request

If the health department is purchasing items for the event, an Internal Purchase Request is required. The fillable form is found in the [Internal Purchase Request folder](#) in the Health Public drive. The request must include the correct contract code (time code), be signed by all required parties, and submitted to the health department Business Office at least two weeks before the item is needed. Once the request is approved, the item(s) can be purchased. Once the item has been purchased using a county credit card, a copy of the receipt should be shared with the Business Office. Previous HSB Internal Purchase Requests can be found in the [Purchase Orders folder](#) within the HSB drive.





## Contracts

If a contract is needed for speakers, the venue, equipment, or other services, this should be confirmed with the Business Office. They will need time for the contract to be reviewed by the county attorney, and, depending on the monetary amount, receive Commission approval.

## Recommendations

- The business you are purchasing from must be able to work with tax-exempt entities
- Consult the Business Office on how to handle tips or gratuities on food orders
- If Davis School District Printing Services is being used to print a document, the recommendation is to submit the order two weeks before it is needed



# Planning Committee

Forming a planning committee is important in organizing and carrying out an event. The committee's size typically ranges from 6-9 members depending on the event's specific needs. It often includes staff from the health department along with community members or partners who are interested in being involved. One way to identify those interested in participating is from past event evaluations where participants expressed interest and provided contact information.

## Meeting frequency

Once the planning committee is established, consider how often the committee needs to meet (e.g., monthly or bimonthly) and whether virtual or in-person meetings are preferred.



## Roles & responsibilities

The planning committee fulfills various roles and responsibilities to ensure a successful event. Some responsibilities may be shared between roles. Examples of roles and responsibilities include:

### Committee chair

- Coordinate planning meetings (create agenda, send calendar invite, meeting notes, etc.)
- Establish the event planning timeline
- Invite presenters
- Send event calendar invite and information to attendees, health department leaders, applicable health department staff, etc.
- Create promotional materials and packet information
- Involve HSB staff as needed (i.e., vehicle reservations, transport supplies, etc.)
- Prepare thank-you cards for the planning committee and presenters
- Create attendee sign-in sheet
- Establish committee member roles, responsibilities, and/or assignments

### Committee

- Define purpose and goals of the event if not already established
- Choose the event theme and topic
- Brainstorm speakers
- Provide input on location, cost, promotional information, etc.
- Compile participant packets (agenda, presentation objectives, presenter biographies, etc.)
- Help with day-of-event responsibilities
- Incorporate feedback from previous evaluations when planning events



# Venue

Selecting a venue is an important aspect in ensuring a successful event. Things to consider include accessibility, technical capabilities, comfort of attendees, cost, parking, capacity, food, etc.

A list of commonly used venues can be referenced when selecting a location. The list includes information on technology, cost, capacity, contact information, etc. If county buildings are used, the county policy and instructions for reserving and using rooms is found in Management and Use of Davis County Facilities.

If you are unfamiliar with a site, a visit to the location is recommended to gauge whether it would be a good fit for the event.

After the venue is selected, a site visit in advance of the event is recommended to map out attendee flow, table layout, parking, signage needs, etc. Scheduling a time to test the technology prior to the event is also recommended.



## Questions to consider

- What time does the facility open and how much time is needed for setup?
- Does the facility have technology and provide technology support?
- Does the venue set up and take down tables and chairs or will the planning committee fulfill this task?
- Does the venue have sufficient parking? Where is parking located? Is there a cost?
- Will any other events be taking place at the same time? Will others have access to shared spaces at the event?
- Are elevators, sliding doors, and ramps available to attendees?
- Does a contract need to be signed? Is proof of insurance required?
- Are there rules/etiquette to share with participants?
- Is food and drink allowed at the venue?
- Is catering available on-site? Do they allow outside food to be used?
- Are fridges available to keep food/drinks cold and store leftovers if needed?
- Who is the best person to schedule the event? The health department director may be able to negotiate venue cost.
- Who will be the designated point of contact during the event and what is the best way to communicate with them (e.g., email, text, call, etc.)?
- Is a venue map available/directions to share with participants?

# Food

Food may or may not be a part of the event. In many cases, the budget determines whether food can be offered and what types of food. When planning for food, consider the type of event, budget, logistical details, and whether snacks, drinks, or a meal will be provided. Community organizations may offer to help by providing food for the event. If you are receiving food donations, refer to the [county donation policy](#).

If the health department is paying for a meal, the meal cost per person cannot exceed the per diem rate found at this link:

<https://www.gsa.gov/travel/plan-book/per-diem-rates>.

Consult the Business Office on how to handle tips or gratuities on food orders.

In addition to providing a receipt for the food, a participant list with attendee signatures should be submitted to verify who the food was purchased for.

If food is being offered, consider whether catering is included on-site or an external caterer should be used. Sites that usually include on-site catering:

- Davis Catalyst Center, Kaysville
- Davis Conference Center, Layton
- Davis Parks Golf Course, Fruit Heights
- Davis Technical College, Kaysville

## Recommendations & tips

- Consider attendees' food restrictions (e.g., gluten free, dairy free, peanut allergy, religious exemptions, etc.) when choosing food items
- Estimate the amount of food needed by registration or RSVP numbers, knowing there will be a portion that will not attend (a variety of event estimator tools/rules are available online)
- Many catering options will provide paper products as part of their food service/delivery
- On the day of the event, communicate the timing of food delivery with the planning committee and when to set up and clean up food
- Consider having table treats (e.g. mints, etc.)
- Rather than including drinks in the catering order, it is much more cost effective to purchase bottled water in advance at Sam's Club
- If the food is not labeled, provide food labels so attendees know what type of food is available
- Coordinate payment of food and other items (e.g., paper products, water, etc.) with the Business Office
- Know how long food can be left out before needing to be refrigerated ([CDC Four Steps to Food Safety](#)); venues may have policies on food safety
- Leftover food can be taken to the health department and made available to staff or donated to community organizations



Typically, food has been served at the following events:

| Event                                   | Food                                                      | Timing              | Provided by                                                                       |
|-----------------------------------------|-----------------------------------------------------------|---------------------|-----------------------------------------------------------------------------------|
| Annual Davis4Health Celebration         | Lunch and annual thank-you treat/favor (see photos below) | Beginning of event  | Health department                                                                 |
| Davis4Health Equity Forum               | Lunch                                                     | Conclusion of event | Health department or partner organization                                         |
| Davis4Health Steering Committee Meeting | Lunch                                                     | Beginning of event  | Health department                                                                 |
| Davis Links Resource Forums             | Breakfast (when held in-person)                           | Beginning of event  | Partner organization                                                              |
| Mental Health Screening for Youth       | Dinner for event volunteers and staff                     | Before event begins | Rotates between Davis School District and the health department as funding allows |
| Resilience Symposium                    | Lunch                                                     | Conclusion of event | Symposium budget                                                                  |



# Speakers/ Presenters

## Explore & invite

To determine presenters for an event, the planning committee can brainstorm a list of potential presenters. The committee chair and/or planning committee can then connect with presenters to discuss the possibility of a presentation. The initial outreach usually consists of informing the presenter of the event purpose, date, location, presentation length (usually around 45-60 minutes), and inquiring about their presenter fee. As an example, refer to the [sample Equity Forum presenter invitation](#).

## Presenter fee

Once the presenter has been finalized, they may have a speaker contract and/or invoice if a presenter fee is involved. This would include presentation fees, travel, overnight accommodations, transportation, etc. Check with the Business Office on how to proceed with a speaker contract and payment.

## Panel

Panels have mainly been used at the Equity Forum. Panels are usually 45-60 minutes with a set of 4-5 questions for the panel to answer. A panel moderator is identified to introduce panelists, ask questions, manage time, and help panelists share their expertise. For the Equity Forum, panelists have not received payment for their participation. Note: Attendees cannot receive Social Work credits for panel sessions.

## Presentation slides

Presenters will often use slides. It is reasonable to request their presentation file in advance of the event. The slide presentation may be used at the event or be a backup in case something happens with their laptop or presentation the day of the event. If event slides need to be merged into one presentation, ensure slide formats are compatible.

## Presentation recordings

The Resilience Symposium, Equity Forum, and Davis Links Resource Forums are recorded and shared on appropriate YouTube channels to be accessed by the community. Some presenters agree to being recorded and others may not or have time limitations on how long the recording can be shared. Usually, time limits have been because of proprietary information.

For accessibility, YouTube has an option for closed captioning. A transcript is also generated, although it will most likely need to be reviewed and edited.

Health department and county staff who post recordings:

- [Davis County Health Department YouTube Channel](#): Trevor Warner, [twarner@co.davis.ut.us](mailto:twarner@co.davis.ut.us)
- [Davis County Government YouTube Channel](#): Mike Pace, [mikep@co.davis.ut.us](mailto:mikep@co.davis.ut.us)
- [Davis Links Resource Forums YouTube Channel](#): Travis Olsen, [tolsen@co.davis.ut.us](mailto:tolsen@co.davis.ut.us)

# Continuing Education Credits

The Equity Forum and Resilience Symposium typically offer continuing education credits. The most common credits offered are Social Work and Certified Health Education Specialist (CHES®) credits. Both credits have a pre-approval process which involves gathering presenter credentials, presentation learning objectives, and related areas of responsibility. The pre-approval process should be considered in the timeline of the event.

## Certified Health Education Specialist® Credits

The Resilience Symposium provides CHES® credits via the [Single Event Provider](#) application through the [National Commission of Health Education Credentialing \(NCHEC\)](#). There is a cost associated with the application (currently \$85) that should be considered in the budget. To qualify for this application, a member of the planning committee needs to be CHES® certified. Application materials include program agenda, session titles with learning objectives and areas of responsibility noted, certificate of completion, sample evaluation, etc. Credits have been free of charge, although a cost can be applied.

Where cost may be a barrier, attendees are encouraged to apply for Category II CHES® credits. Event organizers can include suggested instructions and the [CHES® Category II Claim Form](#). The following document provides suggested instructions from the Equity Forum: [Instructions for submitting Category II CHES Credits](#). It is important to let attendees know that Category II credits are not guaranteed and are subject to approval from NCHEC.

## Social Work (SW) Credits

For Social Work (SW) credits, contact Marcie Clark who works with Davis Behavioral Health (DBH) to provide credits. The presentation topic, length, and delivery method determine how many credits can be offered. The cost of credits is determined by DBH. If SW credits are offered, in-person attendees are required to sign in on a separate sign-in sheet from the general attendee sign-in sheet.

In the past, completing the general event evaluation has been a requirement to receive credits. Refer to [Social Work CEU information for Davis4Health Equity Forum](#) and [CHES® credits for Resilience Symposium](#) for event evaluation examples.



# Event Agenda

Once the content of the event has been determined, an agenda or schedule can be created. An agenda is a planned list of topics, activities, or items to be discussed during the event that helps keep events organized and on time. The agenda is usually sent to attendees in advance of the event (one week and/or day before).

Agenda items could include the following: keynote presenter, panel, small group activity, partner sharing, breaks, etc. For an event longer than two hours, it is a best practice to schedule breaks throughout the event.

A sample agenda may look like this:

- 9:00 a.m. – Welcome and Introductions
- 9:30 a.m. – Keynote Speaker
- 10:15 a.m. – Break
- 10:30 a.m. – Workshop Session 1
- 11:30 a.m. – Lunch

Example agendas from previous events:

- [Davis4Health Steering Committee Agenda](#)
- [Equity Forum Agenda](#)
- [Resilience Symposium Agenda](#)

|                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                          |                                                                                                                                                                                                                                                                                                                                                     |
| <b>Steering Committee</b><br><b>Thursday, October 24, 2024</b><br><b>11:30 am - 1:30 pm</b><br><br><b>Davis Catalyst Center</b><br><b>1265 Sportsplex Drive, Kaysville</b> |                                                                                                                                                                                                                                                                                                                                                     |
| <b>Agenda</b>                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                     |
| 1.                                                                                                                                                                         | Lunch, Welcome, and Introductions                                                                                                                                                                                                                                                                                                                   |
| 2.                                                                                                                                                                         | Davis4Health Evaluation Results, Video, Charter                                                                                                                                                                                                                                                                                                     |
| 3.                                                                                                                                                                         | Strengthening Supports for Mental, Emotional & Social Well-Being <ul style="list-style-type: none"> <li>• Utah Wellbeing Project: Davis County Summary</li> <li>• Student Health &amp; Risk Prevention (SHARP) Survey Education</li> </ul>                                                                                                          |
| 4.                                                                                                                                                                         | Improving Access to Resources & Services <ul style="list-style-type: none"> <li>• Davis Links Update</li> <li>• Davis Links/Findhelp Provider Training</li> <li>• Key Roles in Organizations</li> </ul>                                                                                                                                             |
| 5.                                                                                                                                                                         | 2025 Events & Save the Dates <ul style="list-style-type: none"> <li>• Davis County Resilience Symposium - February 7, Davis Tech</li> <li>• Davis4Health Annual Celebration - February 27, Davis Tech</li> <li>• Davis4Health Equity Forum - March 14, Davis Tech</li> <li>• Spring Steering Committee - April 24, Davis Catalyst Center</li> </ul> |
| 6.                                                                                                                                                                         | Partner Sharing & Resource Table                                                                                                                                                                                                                                                                                                                    |

## Information folder/packet

The Resilience Symposium and Equity Forum have provided attendees with both printed and digital event materials. The information includes the agenda, event purpose, presentation titles, presentation learning objectives, presenter biography, evaluation, etc. Note: Consider creating a shortened URL link to access event materials (e.g., bitly).

### Suggested folder content:

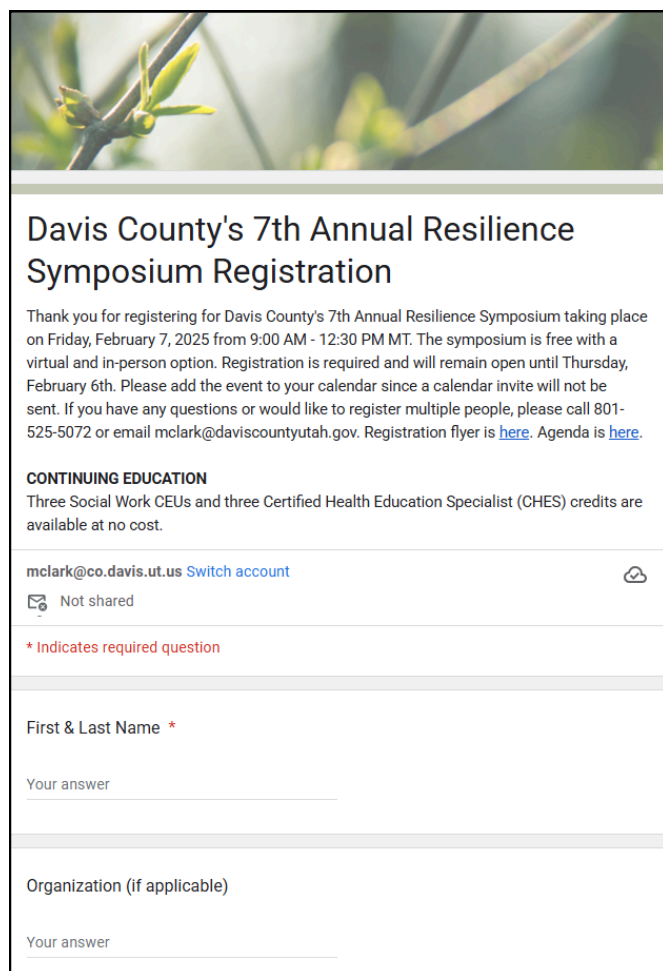
- Name tag
- Agenda
- Presenter, panelists, moderator presentation information, session description, and biographies
- Handouts
- Evaluation
- Continuing education credit information
- Note pages

# Registration/ RSVP

It is standard procedure to have participants register/RSVP in advance of the event, especially when food is being provided. Knowing the number of people that will attend can be accomplished by creating a calendar invite or a registration form using platforms such as Google Forms, SurveyMonkey, or Eventbrite. Refer to the images below and the [2024 Equity Forum registration form](#) for examples using Google Forms. If there is a cost for the event, check with the Business Office on which registration platform would be best to use.

If a registration form is being used, collected information can include name, organization, email, phone number, dietary restrictions, and CEU request.

With free events, it is recommended to overfill registration by at least 10-15% to account for people that will not attend. It is also recommended to have a waitlist since there will likely be people who need to cancel.



**Davis County's 7th Annual Resilience Symposium Registration**

Thank you for registering for Davis County's 7th Annual Resilience Symposium taking place on Friday, February 7, 2025 from 9:00 AM - 12:30 PM MT. The symposium is free with a virtual and in-person option. Registration is required and will remain open until Thursday, February 6th. Please add the event to your calendar since a calendar invite will not be sent. If you have any questions or would like to register multiple people, please call 801-525-5072 or email [mclark@daviscountyutah.gov](mailto:mclark@daviscountyutah.gov). Registration flyer is [here](#). Agenda is [here](#).

**CONTINUING EDUCATION**  
Three Social Work CEUs and three Certified Health Education Specialist (CHES) credits are available at no cost.

[mclark@co.davis.ut.us](mailto:mclark@co.davis.ut.us) [Switch account](#)

Not shared

\* Indicates required question

First & Last Name \*

Your answer

Organization (if applicable)

Your answer



**2025 Davis4Health Equity Forum**

 Honoring Human Dignity to Increase Social Safety

**2025 Davis4Health Equity Forum Registration**

You are invited to register for the Davis4Health Equity Forum on Friday, March 14th. Please refer to the following list for specific event details.

- Breakfast and lunch will be provided.
- Check-in and breakfast begin at 8:30 a.m.
- Opening remarks will be given at 9 a.m. The forum will conclude at 12:30 p.m.
- The forum is free **and will only be offered in person**. Space is limited; prompt registration is recommended. Registration is required and will close once capacity is reached.
- The event will be held on the 2nd Floor of the Allied Health Building at Davis Technical College, located at 550 E. 300 S. in Kaysville. A campus map with the location and parking will be emailed prior to the event.
- Due to the interactive nature of this event, only the keynote presentation will be recorded.
- [Event agenda/packet](#)
- If you have any questions, please call 801-525-5067 or email [tolsen@co.davis.ut.us](mailto:tolsen@co.davis.ut.us).

**CONTINUING EDUCATION**

- Continuing Education credits will only be offered to those who attend the event live (not through the keynote recording available after the forum). 1 Social Work CEU has been approved for the keynote session. Instructions for obtaining the Social Work credit and suggested Category II instructions for obtaining CHES® and MCHES® credits will be available soon.

[mclark@co.davis.ut.us](mailto:mclark@co.davis.ut.us) [Switch account](#)

Not shared

\* Indicates required question

# Promotion

Effective promotion is essential to the success of any event. No matter how well-planned or valuable an event may be, without proper promotion, it may fail to reach the right audience or achieve its intended purpose. Strategic promotion helps generate awareness, build anticipation, and drive attendance. It ensures your audience knows why your event is important, when it is happening, and how to participate. Using a variety of promotional avenues is recommended.

## Identify audience(s)

Determining the audience helps with focused promotion. Audience members can include:

- Community partners and champions/advocates
- Community members
- Davis County Health Department staff eligible to participate (usually requires a conversation with Administration)
- Davis County Workgroups & Coalitions

## Ways to promote the event

- Google Calendar invite
- Save the date
- Invitation
- Social media post approved and scheduled by Communications team
- Flier (recommend including registration link and QR code)
- Email to community partners
- Davis School District Peachjar
  - Audience is parents of students
  - There is a cost to post information to Peachjar, but school district partners can post information for free.
- Davis County Connector
  - Audience is county staff and community members
  - Distributed by Commission Office
  - Health Department point of contact: Trevor Warner, [twarner@co.davis.ut.us](mailto:twarner@co.davis.ut.us)

Note: Please consult with the Communications Team on additional ways to promote the event and any anticipated costs.





# Promotion

## Pre-event emails

Emails are usually distributed before the event to remind attendees of the upcoming event and the agenda. Refer to the [Equity Forum Pre-Event email](#) as an example.

Things to include:

- Agenda
- Venue directions, map, parking instructions
- Virtual link (if applicable)
- Continuing education information

DAVIS HELPS

## Examen de Salud Mental para Jóvenes

**Jueves, 13 de Marzo, 2025**

**JÓVENES 11 - 18 AÑOS**  
SOUTH DAVIS JR HIGH  
4:00-7:00 PM  
EL REGISTRO CIERRA EL 6 DE MARZO

Visite a un proveedor de salud mental.  
Aprenda sobre los recursos en la comunidad.

Las evaluaciones serán sobre las necesidades sociales y emocionales,  
depresión, ansiedad, trauma y preocupaciones de seguridad.

El examen no es una evaluación psicológica completa.  
No harán diagnóstico clínico.  
Los padres deben estar presentes.

Un evento similar para jóvenes de la escuela primaria se llevará a cabo en el  
otoño de 2025

No necesitas seguro médico o documentos de identificación

Para hacer una cita, visite [dbh.utah.gov/screening](https://dbh.utah.gov/screening)  
O llame a Ana @ 801-525-5068.

*Example of promotional flier in Spanish for Youth Mental Health Screening*

# Day of event

On the day of the event, there are several critical elements to consider to ensure everything runs smoothly.

## Final set-up and logistics

Arrive at the venue early to ensure all setup is complete including seating, signage, registration areas, audio/visual (AV) equipment, and lighting. Prepare and test all necessary technology, such as laptops, presentations, microphones, and Wi-Fi. Remain flexible as it is likely that something will not go as planned. Have a backup device or method prepared.

## Signage

Consider using signs, such as A-frames, posters, or fliers outside and inside the building to direct attendees to the event location. Planning committee members can be placed by the doors to direct people as well.

## Planning committee and volunteer coordination

Brief the planning committee and other staff on roles, responsibilities, and schedules. Assign people to different areas such as registration, tech support, speaker support, etc.

## Registration and check-in

Set up an efficient check-in with clear signage. Have materials ready such as sign-in sheets, pens, event folders, CEU information, name tags, etc. For larger events, consider using multiple sign-in sheets and dividing alphabetically to prevent long lines.



## Presenter support

Before they arrive, exchange phone numbers in case anything needs to be communicated. Once they arrive, assign someone to greet them and direct them to the event room. Ensure they have the necessary materials and show them where they will stand and what type of microphone they will be using (podium mic, handheld, lapel mic). Brief them on the plan for Q & A, if applicable. Ensure they have access to water to drink if needed during their presentation. We have let them know that coffee is not provided at the event. For panels, print questions that panelists will be asked and provide copies to both the moderator(s) and panelists. Also provide the moderator(s) with printed copies of panelist bios.



## Food

If food is being offered, ensure the planning committee knows when the food will be delivered or who will be picking up the food, and when to set out the food and snacks. If it is a larger event, consider having the ability for people to go down both sides of the table to reduce long lines.

## Pictures

Assign someone to take pictures of the event. A phone camera is fine, but the pictures are usually better quality with a more professional camera. Pictures can be used for the evaluation report, social media posts, and for promoting future events. Determine how the photographer will share the photos with you (e.g., email, link, Google Drive, etc.) and a timeline for receiving them.





## Presentation slides

When the event begins, attendees should be welcomed by the event host. Presentation slides are usually shown to welcome attendees and set the stage for the event. Refer to the following [example of a Davis4Health slide deck with speaker notes](#).

Slides can include:

- Welcome (introductions, icebreaker)
- Location of restrooms, mothers' lounge, etc.
- Photo permissions
- Planning committee
- Sponsors
- Agenda
- Educational materials/data
- Polls ([Poll Everywhere](#))
- Upcoming event dates
- Thank you for attending
- Evaluation
- Contact information



## Resource sharing

At some events, a resource table is included. The resource table is where resources and upcoming event information can be shared. Prior to the event, you can [invite partners to bring resources](#) (email example).

Resources can include:

- Assessments
- Reports
- Event or resource fliers
- QR code cards
- Presentation handouts



## Suggested day of event supplies

- Rolling cart
- Table covers
- Fidget toys and candy
- Anything needed for activities or discussions (e.g., post-it notes, sharpies, etc.)
- A-frame(s) and signs, tape, or stands
- Water bottles
- Extra pens
- Attendee folder: agenda, evaluation, CEU instructions, etc.
- Box or basket for attendees to return evaluation forms
- Table centerpieces
- Presenter thank-you gifts
- For panels, printed questions panelists will be asked for both moderator(s) and panelists; printed copies of panelist bios for moderator(s)

## Other day of event responsibilities

- Set up/take down (tables, chairs, resource table, etc.)
- Microphone rover
- Note taker/collecting activity notes
- Resource table liaison



# Evaluation

Evaluations help the planning committee understand participant satisfaction, gauge the effectiveness of content and logistics, and identify areas for improvement. It also offers data to support future planning, justify budgets, and demonstrate value to leaders and sponsors.

## Example evaluation forms

Evaluations can be conducted using an online form and/or a printed survey. If using an online form, consider using a URL and QR code.

- [Davis County Resilience Symposium Evaluation](#)
- [Davis4Health Equity Forum Evaluation](#)
- [Davis Links Resource Forum Evaluation](#)

## Suggested evaluation form items

- Whether completing evaluation is required for CE credit
- Thank-you for attending the event
- Timeline for completing evaluations
- Open-ended comments
- If there is an incentive for completing the evaluation

## Suggested evaluation information

- Overall event
- Date and time event is held
- Location
- Event length
- Keynote
- Panel
- Breakout sessions
- Suggestions for future speakers
- Reason for attending event
- How well objectives were met
- Participant interest in participating on future event planning committee

## Evaluation report

Using the evaluation results, prepare an event evaluation report to share with speakers, planning committee, workgroups, etc. Examples include: [Resilience Symposium report](#) and [evaluation presentation slides](#).



# Post-Event

Although the event has concluded, there are still tasks to complete to wrap it up and prepare for future events. This includes thanking everyone that contributed to a successful event, sharing follow-up content with attendees, analyzing evaluation data to understand what needs to be improved, and debriefing the event with the planning committee.

## Express appreciation

It is important to thank everyone that contributed to a successful event. Presenters are usually given a thank-you gift and card. Past gifts have included an Amazon gift card, Discover Davis puzzle, local popcorn (e.g., [Lisa's Popcorn](#) in Kaysville), and gift baskets from [Harry & David](#) and [1800flowers.com](#). Consider the size of the gift if a presenter is getting on a flight to return home.

Thank-you cards can also be given to sponsors, the planning committee, those who provided technology assistance, and other health department staff that helped at the event.

## Content follow-up

Provide attendees with event follow-up information. This can include the evaluation link, presentation slides, and event recording link. One example is the [Equity Forum post-event email](#).

Ideas of what to include:

- Thank-you for attending
- Electronic evaluation link
- Recording link
- Presentation slides
- Event notes
- Upcoming events

## Post-event social media

Social media posts that include event pictures, number of participants, successes, and the recording link can be shared. Consult with the Communications Team to approve and schedule social media posts.

## Debrief meeting

Conduct a debrief meeting with the planning committee to celebrate a successful event, thank them for their efforts, discuss evaluation results, what went well, and what can be improved for future events. Begin planning the next event!

# Appendix

Appendix I: Estimated timeline

Appendix II: Other department events

# Appendix I

## Estimated timeline

### 18 months before

- Budget approval

### 1 year before

- Reserve and visit venue
- Convene planning committee
- Begin exploring keynote speaker

### 3-6 months before

- Confirm speakers
- Order supplies
- Finalize agenda
- Purchase order approvals
- CEU approval
- Draft slides
- Draft evaluation

### 2 months before

- Create registration
- Promote event
- Speaker/moderator bios

### 1 month before

- Finalize presentation slides
- Finalize evaluation
- Finalize packet information

### 2 weeks before

- Email reminder to attendees that includes agenda, venue directions, etc.
- Make day-of assignments with planning committee
- Finalize plan with event venue for tech needs, seating configuration, etc.
- Order food (if not using venue catering)

### 1 week before

- Put together attendee information packets
- Create check-in materials

### Day before

- Final reminder email
- Pack vehicle
- Print sign-in sheets

### Day of

- Set up
- Sign-in sheet(s)
  - Separate sign-in sheets for CE credits if required and instructions to follow to get them
- Photographer
- Note taker/collecting activity notes
- Mic rover
- Resource table
- Receive/pick up food
- Direct people to location
- Greet presenter(s)

### Week after

- Upload event recording to appropriate YouTube
- Send post-event email
- Post-event social media post

### Month after

- Review evaluation feedback
- Create evaluation report using evaluation results
- Document lessons learned and improvements to be made in future events
- Reassess planning committee participants and representation
- Reach out to new planning committee members if applicable



# Appendix 2

## Other department events

While this guide is tailored to HSB and Davis4Health events, other department events can also be referenced for additional guidance.

### **Community Health Division**

- Safe Kids Day

### **Community Outreach Events**

- [Google Outreach Guide & Calendar](#)
- [Community Engagement Guide](#)
- [Outreach Guidelines](#)

### **Administration**

- Fall and summer employee in-service
- Quarterly events