

1. Identify Clear Goals & Objectives
 - Figure out what you want to achieve. Do you want to increase community awareness and distribute information, or offer screening and vaccinations as well?
2. Form a Planning Committee
 - Invite local organizations to join a Planning Committee and hold regular meetings.
 - Create a Critical Path chart to help monitor the event planning progress.
3. Funding
 - Draft a budget for your event and determine whether fundraising is needed.
 - Write proposals for donations and in-kind contributions.
 - Contact local businesses that might be willing to contribute.
4. Logistics
 - Choose and book an event location. Remember: your event goers need to feel comfortable at the event location.
 - Make a list of necessary supplies, such as chairs, tables, garbage/recycling bins, portable toilets, extension cords, ladders, etc.
 - Create a backup plan for outside events in case of rain.
5. Recruit Volunteers
 - Create a volunteer recruitment poster and post it at local universities and busy areas.
 - Contact student groups at local universities for volunteers
 - Create a list of volunteer responsibilities and assign them to your volunteers, such as setting up before the event, taking photos, first aid, and cleaning up afterwards.
6. Involve Local Media
 - Create a press release and contact local radio stations and newspapers.
 - Use established contacts, if available, to encourage media involvement.
7. Advertising and Event Promotion
 - Use a variety of avenues to increase awareness of your event and get people to attend.
 - Upload event information on websites and use social media (facebook and twitter).
 - Develop event flyers and post them in busy areas and at related outreach organizations.
 - Create different flyers for different target audiences (for example, create a more youth-focused flyer to specifically engage youth in the community).
8. Invite Local Government
 - Draft a formal invite letter for the Mayor, MPs, MPPs, City Councillors, sponsors, police officers, etc. Invite them to speak at the event to engage them and emphasize their presence.
 - Contact the Mayor's office to obtain a World Hepatitis Day Proclamation.
9. Entertainment
 - Keep the target audience in mind when planning entertainment.
 - Put up decorations, play music, play games, and serve free food to draw people to the event.
 - Hold a raffle with donated prizes to keep people at your event.
10. Feedback and Evaluation
 - Encourage event goers to give their feedback about the event.
 - Have them fill out a short survey about what they learned and what they liked or did not like about the event. Use this feedback to identify areas for improvement for future events.