**NCL Target Market Launch Event Checklist**

**Prior to Event**

* Briefing books for speakers and staff (emailed in advance and prepared in hard-copy) containing:
  + Run of show (detailed internal agenda including itinerary and remarks)
  + Speaker bios
  + Venue information & driving/parking directions
  + Compiled talking points/remarks for all speakers
  + Campaign overview
  + List of invitees/RSVPs if available
  + Media FAQ
  + Key Messages
  + Tricky Points

**Entrance**

* Directional signs
* Tables for:
  + Media sign-in
  + Attendee sign-in
  + Materials
* RSVP list/sign-in sheet
* Media list/sign-in sheet
* Press Kits
  + Press release
  + Agenda
  + Coalition overview
  + Speaker bios
  + List of coalition members
  + Other

**Set-up**

* Staging (if necessary)
* Podium
* Banners if available
* Chairs on stage
* Seating for guests
* Reserved signs for VIP seating
* Audio:
  + Microphone for podium
  + Wireless mics for speakers on stage to answer questions
  + Standing mics for audience members to ask questions
  + Mult box for media

**Other**

* Food/snacks for speakers (depending on time of day of event)
* Photographer & shot list
* Misc. supplies – duct tape, pens, etc.