**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.