

National Dam Safety Awareness Day – Local Event Planning Checklist

This document contains a checklist for local event planners to use in planning an event for National Dam Safety Awareness Day.

Local Event Planning Checklist

- Identify potential partners to assist with planning; reach out to them to assess interest
 - Don't forget to contact your local [State Dam Safety Program](#)
- Hold a kick-off meeting with willing partners
- Develop an event scope document
 - Determine what the program will include
 - Identify the host and speakers
 - Brainstorm ideas to engage with participants and make your event interactive
- Identify the location
 - Alongside or near a dam is recommended, but not required
 - Utilize a large enough space for projected attendance
 - Make guest parking arrangements
 - Determine if a power source is necessary and, if so, available
 - Identify a backup location in case an outdoor event is not possible
 - If an in-person event is not possible, consider hosting a virtual educational program
- Develop an invitation list
 - Include key stakeholders, local officials, relevant media and the public
 - Tell your local school district about the event



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- Create and send an e-mail save-the-date
- Create and distribute the email invitation
 - Make follow-up calls as needed
- Create and send a press release to local media outlets
 - Make follow-up calls as needed
- Advertise on your organization’s website and in newsletters (or other publications)
- Promote the event using social media (LinkedIn, Facebook, Twitter, Instagram)
- Prepare/gather any displays/handouts/printed materials needed for your event
- Create name badges for key participants
- Assign someone to sign-in participants on a clipboard sign-in sheet
- Assign someone to take photos/video (be sure to have release forms on hand)
- Send thank you e-mails and ask for feedback following your event

Share your stories and/or photos with us by using the #DamSafetyDay hashtag on Facebook, Twitter, Instagram and LinkedIn.