



Edgewood Park Neighborhood Association

Knoxville, TN 37917

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Events checklist:

1. Conduct a meeting where all ideas are welcome and considered. Decide on a name for the series along with the frequency (weekly, monthly or annually). Having a name for the series of events will help with recognition as well as give continuity and consistence.
2. Set the time, date and place. Secure your talent whether it is entertainment, speaker, etc. It would be best to set the entertainment up for at least two to three events in the future.
3. Make flyers and have the name of the event (logo) prominently displayed. We use Curry Copy Center because their rates are much lower than Staples or OfficeMax. We send a pdf version of our flyer to Rhonda so she can do a test run and if she says the flyer comes out good, we take our original to her facility and make the copies there. (She does not accept credit cards; cash and checks are accepted.) Hmm, we made flyers so we need to get them in the hands of the neighborhood which means door to door distribution. It is best to distribute these flyers no earlier than a week out from the event which means you need to have enough personnel to get them out in that timeframe. Please note that the USPS does NOT allow you to place flyers in or on mailboxes, however you may place them in newspaper boxes. We have discovered it is best to utilize a bright colored paper
4. If you are using a Knoxville park, send an email to Jamie Simerly at Knoxville Parks and Recreation (jsimerly@knoxvilletn.gov) to tell her of the upcoming event, you would want to do this as far in advance as you can. Send a PDF of the flyer if there is one. Be certain to get the details from Jamie regarding the regulations for the park use and what can and cannot be done. It is good to advise her of the frequency of your event.
5. Some events may require notification of the police department for traffic and emergency vehicle access through the area. If you are unsure of what may be required for your event contact the Office of Special Events (865) 215-4248 www.knoxvilletn.gov/services/special_events and they will be more than willing to help get you the information you need.
6. Send an email to David Massey at least a week before the event so he can publicize it in his weekly Neighborhood Advisory that he publishes on Tuesdays.
7. Post on Facebook, your web page, any social media that your organization uses. Make these posts consistent and regular. Some people just want to see if you are going to

stick to it before they come to an event or ***even better volunteer to help***. You want to give people time to place your event on their calendars and then to be able to remind them as the event nears.

8. Solicit as much help as you can, remembering that each person has their strengths and weaknesses. For example, one person may want to man a table or booth, while another person may want to help with publicity. ***People tend to be happiest when they are contributing in the areas where they are passionate.***
9. We made various signs to advertise our event which we would place out the week of the event throughout the neighborhood and some that were put out on the night of the event. If special parking is required signs may be needed for that, as well.
10. Have fun!
11. Conduct a “lessons learned” session after the event for all involved so you can see where your successes and failures are. This after action meeting will be vital in maintaining ongoing success.
12. Be certain to post pictures of your event on whatever social media site you utilize and try to include peoples’ names when the pictures are posted. Also, make sure you give public thanks and recognition to the entire cast of characters. This appreciation will go a very long way.
 - a. Parks and Recreation Department
 - b. Office of Neighborhoods
 - c. The entertainment
 - d. Those who helped put the event on; this can be a long list of people but try diligently not to forget anyone. It doesn’t have to be done by name, general topics like those who helped distribute flyers is satisfactory. Have at least one person from your events committee or board; personally thank each person that helped.
 - e. Sponsors, if any
 - f. The companies that made the flyers and signs

