

OPEN DAY-HEALTH EXPO PLANNING DOCUMENTS

HEALTH EXPO TEAM

Health Expo team	Jenny, John, Fiona, Joan, Peter
Charity	John
Health experts	Fiona
Sponsors	Joan
Marketing	Jenny
Media Liason/Spokesperson	Peter

HEALTH EXPO PLANNER

Item	Team Member	Date	Completed
Establish Health Expo team	Jenny	1-Mar	
Meeting #1 - Allocation of tasks - Design Health Expo Planner - Decide which charity you will be supporting - Determine which 'specialists' & 'health experts' you would like at the event - Make list of potential sponsors - Make list of VIP guests - celebrities & politicians	Health Fair Team	1-Mar	
Contact & meet with charity	John	15-Mar	
Contact the community groups, invited 'specialists' & 'health experts'	Fiona	15-Mar	
Ensure you have full commitment from community groups, 'specialists' & 'health experts'	Fiona	30-Mar	
Contact potential sponsors	Joan	30-Mar	
Invite local celebrities and politicians	Peter	30-Mar	
Meeting #2 - update on planning	Health Fair Team	1-Apr	
Draft of all marketing material	Jenny	1-Apr	
Meeting #3 - update on planning	Health Fair Team	1-May	
Sponsorship deals secured	Joan	1-May	
Meeting #4 - update on planning	Health Fair Team	1-Jun	
Meeting #5 - update on planning	Health Fair Team	1-Jul	
Meeting #6 - update on planning	Health Fair Team	1-Aug	
Marketing material fully finalised	Jenny	1-Aug	
Printing of marketing material	Jenny	1-Sep	
Allocate tasks for the day	Health Fair Team	15-Sep	
Ads in local paper booked: for 2 weeks prior to the event	Jenny	15-Sep	
Ensure community groups, invited 'specialists' & 'health experts' use their databases to promote expo	Jenny	22-Sep	
Posters up in local shops	Jenny	1-Oct	
Meeting #7 - practice the event	Health Fair Team	1-Oct	
Flyer distribution promoting event	Jenny	7-Oct	
Event	Health Fair Team	15-Oct	
Media Release of money raised	Peter	16-Oct	
Meeting #8 - evaluation	Health Fair Team	1-Nov	

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