Steps to Planning and Running  
 a Successful Program

PRE-PROGRAM

1. Develop a statement of program purpose - **describe what you intend to do and why**.
2. **Discuss** with host administration and/or IRC/PAS staff. You should discuss with IRC/PAS if you will need resources such as; an Embassy speaker, films or other items to purchase, or funds for refreshments or other expenses.
3. Develop a **draft agenda**
4. **Venue** – if the event will not be in the American Corner, confirm availability and reserve venue.
5. Identify and contact **human resources** you need (Examples: Speaker, emcee/master of ceremonies, Embassy participant, local expert, contest judges, volunteers to help at event or take pictures)
   1. Confirm commitment with them in writing (email is fine!)
   2. Include statement of program purpose, what you want them to do, how long they should speak or expect to be engaged in the program, and the date and time.
   3. Request brief biography /vita for introduction
   4. Ask what they need from you for support (laptop, A-V equipment, flipchart, whiteboard)
6. What **technology and equipment** do you need? Be sure to make arrangements for it in advance.
   1. Computer/laptop
   2. Screen
   3. Projector
   4. DVD/VHS player
   5. Speakers / Microphone
7. **Budget** and Procurement: List **material resources** and supplies – include prices.  
   Identify those that can be purchased locally and those that must be ordered from the U.S.
   1. Films, poster shows, books, games, music
   2. Flipcharts, notebooks, art supplies, study guides,
   3. Refreshments, cups, napkins
   4. Prizes or small giveaways

Submit budget request to PAS/IRC well in advance – especially if you need to order items from abroad.

1. **Publications, pamphlets and handouts**. Request PAS/IRC help in identifying IIP publications (eJournal articles, pamphlets, booklets and other publications from the Department of State) and help with printing or acquiring copies, if necessary.
2. **Audience** recruitment: Promote your program to your target audience and AC patrons. Select methodology based on target audience and where they are likely to hear or see your message
   1. Use your Facebook page; twitter; flyers; radio; invitations
   2. Press release to media as appropriate.
   3. Be sure to inform your administration and key university, municipal and other government offices, if appropriate.

TWO OR THREE DAYS BEFORE THE EVENT

1. Reconfirm with presenters/resource people and volunteers
2. Finalize the agenda and print (Printed agendas are appropriate for formal events, but optional for more informal events)
3. **Write an** **event script** for yourself and/or the emcee (see example below)
4. Reconfirm IT; be sure you have converters, connectors, extension wires available
5. Ensure you have all materials ready
6. Purchase refreshments or reconfirm with supplier
7. SMS blast reminder to audience, remind visitors at the Corner and ensure flyers are posted prominently.

ON THE DAY OF THE EVENT

1. **Set up** room for program (Remember: banner and flag (if appropriate)

* Have a registration table or sign-in form ready as people arrive
* Have projector, screen, microphone, speakers, laptop or other IT equipment set up thirty minutes before the start time.   
  Test equipment!   
  If you have IT support, have their phone number with you, in case anything goes wrong.

1. **Gather** materials:

* Event Script and speakers bio
* Film, book, speech, flipcharts, markers
* Handouts for the audience

1. Have **camera** ready (with batteries charged!)

AFTER THE EVENT

1. Complete event report and send to PAS/IRC – if it is not reported, it did not happen!

Include statistics, demographics, audience comments, photos.

1. Write thank you notes to presenters, other partners that supported the program.

**Event Script for American Spaces**

Elements and Sample Language

* Welcome the audience
  + Acknowledge or give thanks to organizations and individuals who helped with the event. This might include school or government officials who allowed their students to attend. Acknowledge the sponsorship of the U.S. Embassy.
  + **Briefly explain what the American Corner is and its purpose**. List some of the resources available and be sure to mention that services at the Corner are FREE and available to ANYONE. Invite everyone to come back to use or learn more about the Corner.
  + Announce how attendees can learn about upcoming events (facebook, email or cell phone if listed on sign in sheet). Announce the next upcoming event.
  + Announce that pictures will be taken during the event. Sample script.   
    “During this program, American Corner staff will be taking photographs for promotional purposes - such as using the photos on Facebook, press releases and promotional flyers for future events. Names of individuals will not be used in photo captions. Notify event staff if you prefer not to be photographed.”
* Introductions
  + Briefly explain what the program is about and what will take place (lecture, film show, reading/performance, discussion, question and answer).
  + If there is a speaker, read his/her bio and invite them to start.
  + If it’s a film show, introduce the film with a short description, list of awards, or short explanation of why you are showing it. Announce if there will be a discussion following the film.   
    Use the website [www.imdb.com](http://www.imdb.com) for descriptions, awards, cast members, and reviews of films.
* Ending the program
  + Again thank people for their attendance and thank the speaker.
  + Remind the audience of upcoming events.
  + Invite people to take handouts/refreshments, if available.