

**Steps to a Successful Program**

for use with the Program Checklist

**Strategy**

* **SMART goal:** What is your goal in doing this program? What U.S. foreign policy objectives does it directly support?
* **Audience:** Which target audience best fits your goal? Will your program be accessible and inclusive for all members of your target audience?
* **Behavior:** What will your target audience do after attending this program?
* **Content**
	+ What program content will advance your SMART goal and engage your audience?
	+ What marketing message will persuade your audience to join the program?
	+ How will your target audience learn about the event?
* **Delivery**
	+ How should you deliver the program?
		- Who are the partners?
		- What is the format (roundtable discussion, panel discussion, single speaker, etc.)?
		- Is interpretation necessary? Will it be simultaneous or consecutive?
	+ Where should you deliver the program?
	+ Who should deliver the program?
		- Who are the moderators and speakers?
		- Which Mission staff should take part?
	+ When should you deliver the program?
		- What time works best for all partners and audiences?
	+ What are the costs of the program?
		- Venue rental
		- Staff time, including overtime costs for security staff
		- Marketing
		- Films, supplies, refreshments, promotional materials, and other costs
* **Engagement:** How will you build two-way engagement into your delivery?
* **Follow-up and Evaluation**
	+ How will you continue the conversation? (Speakers answer additional audience questions afterwards and share them via social media, social media post with program highlights, etc.)
	+ Are there any follow-on activities?
	+ How will you report your results and share lessons learned?
	+ Success looks like . . .

**Pre-Program Steps**

* **Assign team roles (as needed)**
	+ Planner (main POC)
	+ Host
	+ Moderator
	+ Speakers/panelists:
		- Mission staff
		- Local experts
		- Exchange alumni
	+ Support staff
		- A/V
		- handouts/supplies
		- photographer
		- evaluations
		- interpreter
		- greeters/registration/crowd management
		- security
	+ Contest judges
	+ Volunteers
* **Draft the agenda and statement of purpose**
* **Confirm team roles**
	+ - Include the statement of program purpose, their roles, how long they should speak or be engaged in the program, and the date and time.
		- Request brief biographies and slide decks from speakers/panelists
		- Confirm their needs (AV equipment, flipchart, whiteboard)
* **Assess venue**
	+ Assess internet bandwidth
	+ Assess equipment
		- Cameras
		- Computers
		- Hotspots
		- Projectors
		- Screens
		- Microphones (for speakers and audience)
		- Podiums
		- Lighting
		- Interpretation equipment (headsets, etc.)
	+ Room arrangement
* **Budget** **and Procurement**
	+ Include prices for each item. Identify what you can buy locally and what you must order from the U.S. Submit budget request to Public Affairs well in advance, especially if you need to order items from abroad.
		- Films, poster shows, books, games, music
		- Flipcharts, notebooks, art supplies, study guides
		- Refreshments, cups, napkins
		- Prizes or giveaways
* **Publications, pamphlets and handouts**.
	+ Request Public Affairs help with finding publications (articles, pamphlets, and other publications from the Department of State) and help with printing or acquiring copies, if necessary.
* **Audience** recruitment: Promote the program on the platforms your target audience uses.
	+ Use social media; flyers; radio; or direct invitations
	+ Press release to media as appropriate.
	+ Inform Embassy staff whose portfolios relate to the program and ask them to invite their contacts, if appropriate.
	+ Inform administration and key university, municipal, and other government offices, if appropriate.

**A Few Days Before the Program**

* **Reconfirm** with presenters, support staff, and volunteers
* **Reconfirm AV** **setup:** be sure converters, connectors, and extension wires are available
* **Write an** **event script** for the program host and familiarize them with the event venue. [(see event script example below)](#bookmark=id.30j0zll)
* Ensure all supplies and handouts are ready
* Purchase refreshments or reconfirm with supplier
* If the event requires registration, check RSVP rate. End registration or re-advertise or re-invite as necessary.
* Send reminder to audience

**The Day of the Program**

* **Set up** room for program
	+ - banner, flag, and pop-up background (if appropriate)
		- registration form at the entrance
		- AV equipment set up and tested at least 30 minutes before the event starts
		- host should have IT staff’s phone numbers in case of issues
		- camera should be ready (with batteries charged)
* **Gather** materials
	+ event script and speakers’ bios
	+ film, book, speech, flipcharts, markers, etc.
	+ handouts
* **Greet and coach** speakers and moderators before program begins
* **Solicit feedback** from participants at the end of the program so you can use to evaluate the program.

**Post-Production Tactics**

* Refer to the steps in your “Follow-up and Evaluation” plan above.
* Share program metrics, statistics, photographs, audience comments, and stories with Public Affairs and partners for reporting.
* Conduct a debrief to determine best practices and areas of improvement for the next program.
* Thank presenters and other partners who supported the program.
* Add registration information to the contact management system.

**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 the American Space 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 return.
	+ Announce how attendees can learn about upcoming events (social media or registration form). Announce upcoming events.
	+ Announce that pictures will be taken during the event. Sample script:
	*“During this program, American Corner staff will take 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.
* Question and Answer
	+ Before opening the program to questions, explain that questions must:
		- be questions, not statements
		- be short
		- be asked using the microphone
	+ One question per person, unless time permits more
* Ending the program
	+ Thank audience and speaker
	+ Remind the audience of upcoming events
	+ Invite the audience to take handouts and refreshments, if available.