



IT'S TIME TO END TB

World TB Day 2020: Event Planning Checklist

Pre-Planning

- World TB Day events can require a significant amount of effort (such as staff time and resources). Consider whether your organization has the resources to host an event or to collaborate with other organizations. Get started early!

Planning

- Identify your primary activity. What do you want people to do? How will you get people to do what you want? Examples include:

- Attend an event.
- Host a TB testing event.
- Have a TB patient or survivor tell their story at your World TB Day event.
- Play [CDC TB Personal Stories videos](#) at an event and have a discussion.
- Public forum or town hall meeting on local impact
- Essay contest
- News conference
- Editorial
- Health fair with TB testing
- Award ceremony
- Light up community landmarks and/or public buildings in red

Note: Check to see if there are similar or overlapping events around the same time, to avoid having to competing with other activities that might draw your target audience(s) away.

- Develop a project plan with goals, success measures, roles and responsibilities, and due dates.

- Design and develop supporting materials. Materials may include:

- Website content and graphics
- Social media content and graphics
- Email content and graphics
- Printed materials for distribution
- Partner outreach materials
- Editorial calendar with deadlines for creating and publishing materials

Note: Use [CDC World TB Day Resources](#) instead of reinventing the wheel!



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- Logistics considerations:
- What venues are available to your organization and your partners?
 - Book space and vendors early!
 - What equipment do you need? Who can provide equipment and when is it available?

Partnership Activities

- Identify relevant partners. Partners may include:
- [TB Centers of Excellence for Training, Education, and Medical Consultation](#)
 - Community-based organizations
 - Local health departments
 - Local universities and colleges
 - Digital/online partners
 - HIV/AIDS service organizations

Communication & Outreach Activities

- Identify which channels you want to use to reach your target audience (s). Make sure you use data about your target audience(s) and the communication tools they use in their daily lives to inform your selection. Channels may include:
- Owned Media (This is content you fully control)
 - Website
 - Blog
 - Social media
 - Email (newsletters)
 - In-person locations and/or pre-events
 - Promotion by partner organizations
 - Interviews with local media and/or bloggers
 - Cross-posts of your blogs and other social media content by your partners
 - Local event calendars
 - Paid Media (This is exposure you receive through paid advertising)
 - Search advertising
 - Social media advertising (sometimes called “campaigns” or “boosting”)



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Implementation

- Communication and digital outreach about the World TB Day can extend your reach to attendees, future clients, partners, and other stakeholders. Communication & outreach activities may include:
- Twitter: chats, live tweeting
 - Facebook: live streaming, personal stories
 - Instagram: event photos, takeovers
 - Snapchat: custom filters
 - Graphics: images and pictures to be shared online and via social channels
 - Videos and/or live streaming

Evaluation

- Evaluation begins with checking with your stakeholders before planning an event/activity.
- Based on the success measures you identified in your project plan, collect quantitative and qualitative data to assess your activities.
- Hold a debrief discussion with internal and external stakeholders to develop lessons learned for the next event.
- Discuss how well your partnerships worked, what could be improved, and agree on a schedule to begin planning for the next World TB Day.
- Thank your partners and team. Let others know about your successes.