Choose topic
- Pressing need
- Appeal to various library types
- Knowledge of possible presenters

Speaker
- Expertise
- Popularity
- Have others in target audience seen speaker?
- Fee
- Travel/overnight stay required
- Participant materials-who will prepare?

Choose date
- Consider weather constraints if travel is required
- Consider “busy times” of the year for member libraries of various types
- Allow adequate time for planning & promotion

Time
- Necessary to serve food?
- Can all staff attend? Is this important?
- Include time dedicated to networking

Venue
- Cost
- Size of space constrains number of participants
- Presentation equipment available?
- Restrooms & break facilities
- Parking
- Signage
- Set-up/clean-up included?

Funding sources
- Participant fee
- Vendor donations
- RAILS

Promotion
- Poster
- Digital image for email & social media
- Listservs
- Library directors
- RAILS & L2

Logistics
- Payment types you can accept
- Plan to provide receipts
- Registration method(s) (L2, SurveyMonkey, payment form)
- Decorations
- Document your event (photos)

Assessment
- Participant survey
- Debrief with planning team
- Share feedback with presenter?
- [Grant report]

Budget items
- Venue
- Food
- Participant materials
- Speaker Fee
- Promotional materials (design, printing)
- Decorations
- Nametags

Kankakee Area Library Association
https://kalamembers.wordpress.com/
Illinois Library Association
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