



USAID
FROM THE AMERICAN PEOPLE



PLANNING AND IMPLEMENTING AN AMI/RAVREDA EVENT FOR MALARIA DAY IN THE AMERICAS

Training Session
Links Media, Gaithersburg, MD
September 23, 2010





Objectives

- **Increase capacity for planning and implementing an AMI/RAVREDA event for Malaria Day in the Americas.**
- **Increase capacity for promoting an AMI/RAVREDA event through communication efforts.**

Planning and implementing an event





Event planning considerations

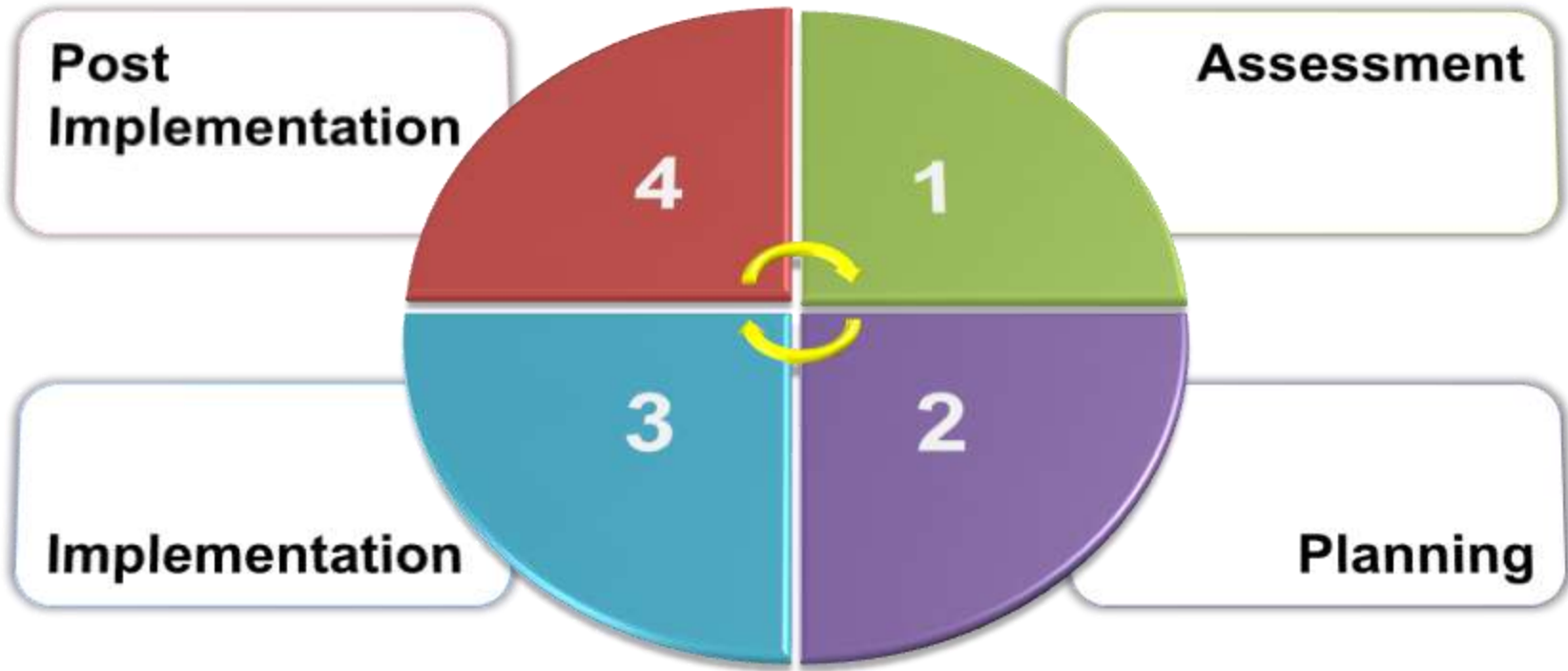
- **Type, magnitude, and length**
- **Available venues and resources**
- **Working groups and volunteers**
- **Target Audience**
- **Media coverage**
- **Budget**

Budgeting

- **If your budget is limited, consider the following:**
 - **Work with partners.**
 - **Conduct activities on a smaller scale.**
 - **Use volunteer assistance.**
 - **Seek out existing information and approaches developed.**



Event planning steps



Step 1: Assessment



- **Create an event committee to outline the event plan.**
- **Identify how your organization will effectively communicate.**
- **Identify intended audiences.**





Step 2: Planning

- **Event Committee responsibilities:**
 - Determine event name and theme.
 - Plan event type and details.
 - Create timeline for working groups and volunteers.
 - Determine target audiences and number of participants.
 - Determine number of authorities to invite and participate.

Step 2: Planning (continued)

- Determine materials to produce.
- Determine if protocols are to be followed.
- Determine if media coverage is desired.
- Develop an event budget.



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COUNTING MALARIA OUT:
TOWARDS THE 2010 TARGETS AND THE UN MILLENNIUM DEVELOPMENT GOALS

Thursday, November 4 at 1:00 p.m.
at the Pan American Health Organization (515 23rd Street, NW, Washington DC)

Program Agenda

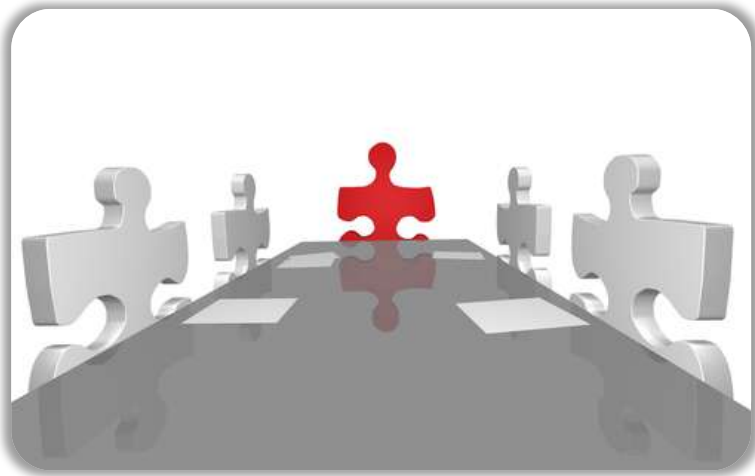
1:00 – 2:00 p.m.	Registration
2:00 – 2:15 p.m.	Opening
2:15 – 3:15 p.m.	Malaria in the Americas Forum (featuring APERA/WECA)
3:15 – 3:45 p.m.	Q&A Discussion
3:45 – 4:15 p.m.	Malaria Champion (Short Film)
4:15 – 4:45 p.m.	Award Ceremony for the Malaria Champion of the Americas
4:45 – 5:00 p.m.	Closing
5:00 p.m.	Reception



Working group kick-off meeting

Share key information:

- Event details
- Roles and responsibilities prior of the event

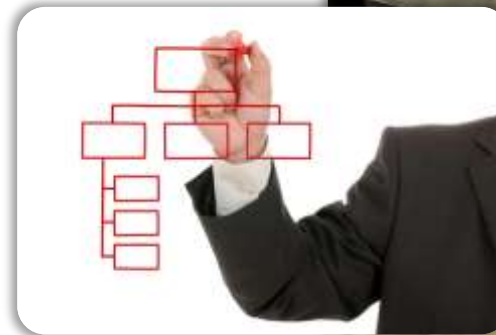


Promoting an event



Step 3: Implementation

- **Before the event:**
 - **Debrief with the event team.**
 - **Obtain signature for certificates as needed.**
 - **Obtain banners as needed.**
 - **Perform venue walk-through and equipment testing.**
 - **Set up for event as needed.**





Step 3: Implementation (continued)

- **During the event:**
 - Provide event debrief to late-arriving staff.
 - Take photographs of the event.
 - Document challenges and adjustments to be made for later consideration.
 - Collect evaluation forms at time of certificate delivery (if needed).

Step 4: Post Implementation

- **Confirm return of banners, as needed.**
- **Send out thank you letters or emails.**
- **Manage billings.**
- **Expense reports.**
- **Evaluate the event.**



Thank you

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