

## **Kick-off Event**

### **4 months prior to event**

- Possible Partnerships
  - Office of the Governor
  - Governor's Commission for Women
  - Speakers/Presenters
    - Search for local SMEs (law enforcement, university professors, TxDOT, etc.)
    - Victim resource groups
    - Administration (District & Division)
- Date and time
  - Save the date email
  - Confirm speakers
  - Reserve venue for day of and day prior
- Room layout
  - Pipe and drape
  - Stage
  - Lectern
  - AV
  - Chairs
- [Agenda](#)
- Invite List
  - TxDOT field employees and supervisors
  - Contractors
  - Material suppliers
  - District Directors

The Austin District event was held in partnership with the Governor's Commission for Women. Local chapters can be found statewide. Speakers and presenters included a professor from the University of Texas, LaViza Matthews with TxDOT and a human trafficking survivor via the victim resource group. The Austin District chose a date during Human Trafficking Awareness month (January) to host our event.

### **2 months prior to event**

- Design
  - [Official invite](#)
  - [Welcome board](#)
  - [Banner](#)
  - Logos (TxDOT and partners)
- Order
  - [Vehicle placard](#)
  - [Vehicle sticker](#)
  - Wallet cards ([English](#) and [Spanish](#))
- Print
  - [Flyer](#)
- Review/Develop

- Presentations
- Talking points
  - [Executive Director](#)
  - [District Engineer](#)
  - [Deputy District Engineer](#)
- [Video Q&A Activity](#)
- [Media Advisory](#)
- [Tweets for day of event](#)

The Austin District developed these assets. The invite template can be modified to your specific needs. Please contact the helpdesk at 512-463-8588. The welcome board, banner, vehicle placard and sticker are available through the [Digital Print Center via the web-to-print portal](#).

For wallet card requests, please get in touch with [TxDOT's Alex Navarro](#).

### 1 month prior to event

- Finalize
  - Agendas
  - Presentations
  - Room layout
  - Staffing plan
  - Additional event materials
    - Sign in sheets (including media)
- Send invitations
  - Request RSVP

### 2 weeks prior to event

- Distribute media advisory

### 1 week prior to event

- Confirm
  - Vendor arrival times and materials
  - Seating arrangements
  - Talking points
  - [Run of show](#)
    - Speaker arrival and departure times
  - Special instructions
    - Parking
    - Security check in
- Develop [News Release](#)

### 1 day prior to event

- Dress rehearsal with full AV
  - Identify and resolve accessibility challenges (stage step stool, wheelchair, etc.)
  - Approve safety briefing (fire extinguishers, defibrillator, fire exits, etc.)
  - Approve staging, lectern placement, seating
    - Place name cards on reserved seating
  - Play all multimedia assets and resolve potential issues

- Approve formatting of background logo(s)
- Approve welcome area set up and staff
  - Name tags (identify ushers)
  - Sign in sheets
  - Welcome board
  - Take home materials

**Day of event**

- Check microphones, videos, etc. one last time
- Distribute media packets
- Live-tweet/broadcast the event
- Photo opportunities