

# Using a Reverse Time-line to Plan Programs

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Cooking Up Successful Extension Programs



COLORADO STATE UNIVERSITY  
EXTENSION

## Upon the Completion of the Steering Committee Meeting

- Reserve a location that provides:
  - Education-style seating
  - Adequate audio visual equipment
    - Projection screen large enough for planned audience size
    - Projector
    - Computer
    - Sound system
  - Place for refreshments/meals (optional)
- Develop registration process
  - Eventbrite????
    - Participants & Speakers (free code)

## Six Weeks Prior

- Invitations
  - Email brochure to your mailing list
  - Post on social media
  - Post on others social media
- Advertising
  - Contact local radio station(s)
    - Live interviews (2 weeks before program starts)
  - Contact local newspapers
    - Ask for free space or reduced rates
- Speakers/Guest Presenters
  - Vet and confirm from list developed at steering committee meeting

## Four Weeks Prior

- Advertising
  - Start advertng with local newspaper and radio stations
  - Put up flyers in various entry points throughout the community
    - Entry points are determined by your target audience
  - Community Calendars
  - Newsletters
  - Billing inserts
- Materials
  - Order any program materials
    - Notebooks, CSUE pocket folders, CSUE ink pens, program booklets, etc.
    - Check your supply of CSUE business cards
    - Check with cooperating agencies

## Two Weeks Prior

- Advertising
  - Record radio interview
- Facility
  - Confirm the room that has been reserved
  - Confirm the set-up and equipment
  - Request signage to direct participants
- Reminders
  - Email reminders to participants and speakers (**Eventbrite**)
  - If the facility is difficult to find include directions
  - Provide parking and handicapped parking instructions

## One Week Prior

- Supplies
  - Name tags or table cards (**Eventbrite**)
  - Attendance/registration sheet (**Eventbrite**)
  - Other possible needs
    - Pens/pencils/markers
    - Easels/flip chart paper
    - Sticky tack or tape
  - Arrange for refreshments/meals

# Your Turn!!!

- Questions???
- Ideas that have worked for you!!!
- Concerns/comments...

# Thank you

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