



<u>Timeline</u>	<u>Event Task</u>	<u>Checklist Status</u>
Upon Registration	Send details of your event to Caitriona Geraghty at cgeraghty@steps.ie so your event details will be advertised on the official Engineers Week website and will be listed in Engineers Ireland journal	
6-8 weeks before the event	Make a list of Media Organisations and Contacts you wish to contact Review places/papers your target audiences frequents Place details in downloadable flyer Establish how many stickers/posters you will roughly require Network with people locally & follow-up with direct e-mail shots with flyer attached Begin taking bookings for event	
4-6 weeks before the event	Send listings release of event to be listed in press/local websites Send direct mails to schools/organisations etc Continue to network within your local community	
2-3 weeks before the event	Circulate the branding posters (available on the resources section on website) Begin writing press releases (see sample press release on resources section of the website) Continue to take bookings for event Inform local press/local radio of the upcoming event and try to arrange an interview	
1 week before	Send out press release for editorial/featured articles Send out direct mail reminders Finalise the number of participants attending	
A few days before	Make reminder phonecalls to press and local media and any relevant contacts Enquire if a local paper can send a photographer to the event	
On the day	Take photos Ask some participations for quotes Give some participants the exit forms to fill out (available on the resources section) If required, follow-up with media contacts	
After the event	Thank all those involved and media who covered the story Send photos to Caitriona Geraghty at cgeraghty@steps.ie for inclusion on the Engineers Week website Keep a record of media clippings & review the success of the event	

