

## HOW TO ORGANIZE A BOOTH FOR A HEALTH FAIR/PUBLIC OUTREACH EVENT

### Identify the Event

- Try to identify the public outreach event four to six months in advance.
- Identify a contact person for the event to be the liaison between your district/committee and the event organizers.
- If possible, attend an organizational meeting for the event.
- Contact your CPTA Membership & Communications Committee Liaison for guidance, assistance or resources.

### Identify Your Target Audience

- Once you have secured a time and place for your event, investigate who will be most likely to attend. Identify which topics or information will be most relevant for the audience and what resources you can provide them.

### Plan Ahead

- If possible, visit the event location and determine how to set up your booth for maximum exposure.
- For outdoor events, be prepared with a back-up plan in case the weather does not cooperate.
- Find out if you are responsible for bringing your own equipment (i.e., tables, chairs, canopy, extension cords, etc.) or for set-up/clean-up.
- Assign tasks to volunteers as needed.
- Be prepared to handle all aspects of the event not coordinated by the event contact person.
- Contact the CPTA office to identify resources and materials available for the event (banner, water bottles, pens, etc.). If you need more than 200 items a special order is needed. Special orders need to be placed six weeks in advance.
- Complete and submit PR Bucks Fund Request if additional funds are needed.

### Advertise

- If you are hosting the event at your facility, make and distribute/post flyers throughout the local neighborhood.
- Advertise in local papers and newsletters and on radio community calendars.
- Attend meetings of local community groups (e.g., PTA, support and service groups, churches, etc.) to announce your event.
- Use social media platforms to increase awareness of the event. You can create a Facebook event or share the event information on your personal, district or facilities pages.
- Highlight your expertise as a physical therapist and other special skills/services you or your facility provide.
- Inform district members/committees about the event via email and ask for volunteers. Use free online tools to help organize your volunteer sign-up lists.

### Prepare

- Conduct monthly meetings with volunteers to discuss plans and provide updates.

- Increase meetings to every two weeks one month prior to the event.
- If a face-to-face meeting is not possible, ensure weekly email communications are maintained.
- Two to three days before the event, send an email reminder to all volunteers.
- Gather all materials and/or equipment you will need for the event (e.g., handouts, brochures, prizes, audio/visual equipment, etc.).
- Test all equipment prior to the event. Bring a sufficient number of handouts or giveaways.

## Engage Your Audience

- During the event, don't wait for people to come to you, approach and get to know THEM and their interests.
- Remember, you are there to educate people on how a physical therapist plays an integral role in their health care, prevention, and wellness. Identify their interest in these areas and explain how a physical therapist can help.

## Make Your Booth Fun!

- If allowable from a liability standpoint, set up fun or unique activities for event attendees (e.g., balance test, obstacle course, etc.) or display visual aids to draw their curiosity.
- Offer prizes or handouts for participation or hold a raffle.
- Be creative...your audience will enjoy it!

## Follow Up

- Remember to send follow-up emails to all volunteers to thank them for their contributions and to the general membership to highlight the district's involvement in the event.
- Don't forget to send a thank-you letter to the event organizers...*you want to be invited back next time!*

**For more information or assistance, contact your district Public Relations Chair.**