



Aging Gracefully Expo

Planning Guide for Remote Locations

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Introduction and Overview

Thank you for your interest in creating an opportunity for community education in your community. We are pleased that you see the value of utilizing technology to connect members of your community with valuable educational information. The statewide pilot of the Aging Gracefully Expo (AGE) was made possible because of the generous support of AARP South Dakota and the Office of Attorney General. Special thanks to Jane Strommen, Ph.D., NDSU Extension Gerontology Specialist, for her contributions to the pilot. Based on the success of the Aging Gracefully Expo pilot, SDSU Extension developed this guide to assist others who wish to host AGE in their community. This guide includes expectations, planning timeline, checklist, evaluation tools, and other items to help with preparation for AGE in your community.

AGE involves one community serving as the broadcast location. The broadcast location may have a vendor fair happening in conjunction to help generate revenue and public exposure to support the event. There are numerous remote locations across the state of South Dakota that provide a webcast of the presenters from the broadcasted event. Remote locations refer to places (e.g., public library) outside the broadcast location where community members gather to participate in AGE. Remote locations have options for how they would like to participate (See Figure 1). They could elect to show only the webcast presentations or they could recruit local speakers and vendors to coordinate a larger event. In addition, residents of communities that do not have a remote location nearby can still participate using a home computer or mobile device. AGE is meant to be flexible to maximize

participation on a statewide basis. An important element of AGE is the opportunity for attendees outside the broadcast location to participate. In short, South Dakota citizens must be given the opportunity to engage with presenters at the broadcast location. Therefore, creating avenues for participation will be an important component of planning activities.

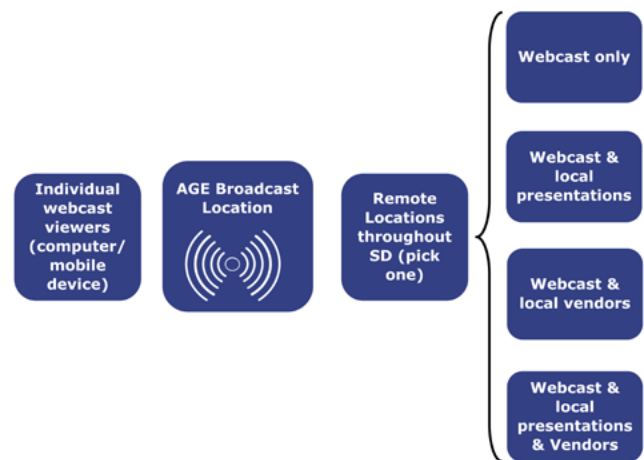


Figure 1: Aging Gracefully Expo Webcast Diagram

Expectations

SDSU Extension will be responsible for the coordination of that statewide event, including technical support to remote location planning committees, evaluation activities, financial accounting, webcast coordination, statewide marketing plan, broadcast location planning, question submission protocol, and other activities necessary for statewide AGE. Contact Leacey Brown (Leacey.Brown@sdstate.edu) with any questions.

Remote location planning committees will be responsible for planning activities specific to their community. Activities will vary based on the type of event (see page 4), but may include attending planning meetings; collaborating with SDSU Extension Field Specialist; recruiting sponsors, vendors, or speakers;

planning local schedule; securing door prizes; local marketing; distribution and collection of evaluation materials; sending evaluation materials to SDSU Extension; and other activities as needed. **Please note:** the type of event determines what planning activities need to happen in the remote location.

Timeline for Planning

About 6-9 months before the Event

Select the venue with the following characteristics:

- Education-style seating
- A computer with Internet access and projector
- A place for refreshments
- Accessible to people with disability

Notify SDSU Extension and provide the following information:

- Time and location
- Registration and contact information
- Remote location type (See page 4 for details)



Requiring attendees to pre-register for the event will be decided in the planning committee in each community. If planning committees decide a meal is needed to encourage participant, then pre-registration will likely be needed. In contrast, a community that is only offering coffee and cookies will likely not need attendees to pre-registration.

About 7 to 8 months

- Identify and recruit local speakers
- Send out the Save the Date to organizations who have contact with potential attendees

About 3 to 4 months

- Reach out to vendors

About 4 weeks prior

- Put up flyers in local community centers, libraries, etc.
- Put up flyers in various entry points across the county
- Send out a cover letter and news release to the local newspapers

About 3 weeks prior

- Send out the News Blurb to local radio stations and local news sources

About 2 weeks prior

- For the facility:
 - o Confirm the room that has been reserved
 - o Confirm the set-up and equipment for that room
 - o Request signage to direct attendees to the classroom
- For reminders:
 - o Send out e-mail reminders to those attending and presenting
 - o If the facility is difficult to find, include detailed directions
 - o Provide parking and handicapped parking information

About 1 week prior

- For Evaluations:
 - o Prepare sheets and make sure they are printed off
- Review supplies checklist
- Assign tasks to specific people (see pages 5 to 6)



Remote Location Types

Webcast only

This option entails the least amount of planning efforts. Planning activities primarily include securing a space on the date of the event that has broadband web access. The remote planning partners may elect to offer refreshments on the day of the event, but they are not required. The majority of the work for this option will take place on the days leading up to the event and during the actual event. These activities would involve ensuring they can gain access to the venue, the webcast, and understand the protocol to submit questions for their remote location to the broadcast location. Some marketing and evaluation assistance would also be expected.

Webcast and local presentations

This would be a slightly more complex option and would involve organizing a presentation from one or two local experts from the community to provide an in-person presentation either before or after the webcast. This is a great way to showcase what is available in the community and gain exposure for the event. Remote planning partners are responsible for developing the schedule that incorporates the local speaker with webcast, as well as other activities described in the webcast only sections.

Webcast and local vendors

This option would involve adding vendors to remote locations which will add another dimension of activities for the planning committee. It is up to the remote planning partners to decide if the value is worth the additional steps (e.g., vendor registration). Remote planning partners will have to decide if vendors must pay to participate. Remote planning partners are responsible for managing any funds generated by vendor fees, developing a schedule, as well as other activities described in the webcast only section.

Webcast and local presentations and vendors

Hosting local presentations and vendors in addition to the webcast is by far the most labor intensive option. A dedicated committee will be needed to successfully host this event. A considerable amount of coordination and planning is needed for this option.



Checklists are available on pages 5-6 to provide guidance.



Remote Location Planning Checklists

Please note these checklist are meant to serve as a general guide. The planning committee may identify additional activities that will enhance the quality of AGE. For example, the planning committee may elect to recruit a sponsor for refreshments or a meal.

Webcast only

- ☐ Identify interested stakeholders
- ☐ Identify planning committee chair
- ☐ Conduct planning meetings as needed
- ☐ Reserve a venue with internet access
- ☐ Decide if attendees will need to pre-register
- ☐ Market event
- ☐ Develop strategy for participation with broadcasted presenters (e.g., attendees write questions on index cards and remote location host sends question to broadcast location)
- ☐ Encourage use of #AgingWellSD on social media by attendees
- ☐ Develop setup/tear down schedule
- ☐ Test computer, internet and speakers
- ☐ Host event
- ☐ Send evaluation materials to SDSU Extension

Webcast and local presentations

- ☐ Identify interested stakeholders
- ☐ Identify planning committee chair
- ☐ Conduct planning meetings as needed
- ☐ Identify local speakers
- ☐ Develop schedule
- ☐ Reserve a venue with internet access
- ☐ Decide if attendees will need to pre-register
- ☐ Market event
- ☐ Develop strategy for participation with broadcasted presenters (e.g., attendees write questions on index cards and remote location host sends question to broadcast location)
- ☐ Encourage use of #AgingWellSD on social media by attendees
- ☐ Develop setup/tear down schedule
- ☐ Test computer, internet and speakers
- ☐ Host event
- ☐ Send evaluation materials to SDSU Extension



Webcast and local vendors

- ☐ Identify interested stakeholders
- ☐ Identify goals/objectives
- ☐ Identify planning committee chair
- ☐ Conduct planning meetings as needed
- ☐ Reserve a venue with internet access
- ☐ Decide if attendees will need to pre-register
- ☐ Develop budget
- ☐ Develop vendor recruitment strategy
- ☐ Recruit vendors
- ☐ Market event
- ☐ Develop strategy for participation with broadcasted presenters (e.g., attendees write questions on index cards and remote location host sends question to broadcast location)
- ☐ Encourage use of #AgingWellSD on social media by attendees
- ☐ Develop setup/tear down schedule
- ☐ Host event
- ☐ Test computer, internet and speakers
- ☐ Send evaluation materials to SDSU Extension

Webcast, local presentations, and vendors

- ☐ Identify interested stakeholders
- ☐ Identify planning committee chair
- ☐ Conduct planning meetings as needed
- ☐ Identify local speakers
- ☐ Develop schedule
- ☐ Reserve a venue with internet access
- ☐ Decide if attendees will need to pre-register
- ☐ Develop budget
- ☐ Develop vendor recruitment strategy
- ☐ Recruit vendors
- ☐ Market event
- ☐ Develop strategy for participation with broadcasted presenters (e.g., attendees write questions on index cards and remote location host sends question to broadcast location)
- ☐ Encourage use of #AgingWellSD on social media by attendees, sponsors, and vendors Identify photographer to take pictures during the event
- ☐ Develop setup/tear down schedule
- ☐ Purchases supplies
- ☐ Host event
- ☐ Assign specific people to specific tasks (e.g., distribution and collection of evaluation materials)
- ☐ Send evaluation materials to SDSU Extension

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