

NIIW Kickoff Newark, New Jersey Tasks

CDC

- Overall coordination of the event.
- Invite NIP, CDC and HHS dignitaries.
- Invite VIPs (Governor, HHS, Mayor, Senators and Members of Congress and staff, State legislators, city officials, other VIPs)
- Invite celebrities.
- Invite speakers and other participants.
- Design, print and mail invitations.
- Compile RSVPs.
- Secure VIP transportation and hotels.
- Create recognition awards.
- Design and print programs, banners, name tags, posters, directional signs, podium sign.
- Write continuity for emcee.
- Write speaker remarks/talking points, where appropriate.
- Present Advertising Campaigns.
- Media Relations
 - ✓ Write media advisory.
 - ✓ Write news releases.
 - ✓ Develop and produce media kit.
 - News Release
 - Program
 - Back ground
 - Fact Sheets
 - Immunization Schedule
 - Bios
 - Remarks
 - Other
 - ✓ Develop a media list with input from CDC, OPA, State & City Health Department, HMA, and local Advisory Committee.
 - ✓ Do media mailing and media call outs. Put event on wire day books.
 - ✓ Work with HMA, HHS, OC, and local Advisory committee on scheduling media interviews.
 - ✓ If Secretary Shalala or other HHS dignitary attends, work with HHS on advance preparations and media.
 - ✓ Site media relations.
- Thank you letters
- Evaluation

Department of Health

- Recruit Advisory Committee.
- Host Advisory Committee Meeting.
 - ✓ Location
 - ✓ Date
 - ✓ Time
- Invite Advisory Committee Members.
- Check possible conflicts with other events.
- Logistical Support (with CDC).
 - ✓ Secure appropriate permits, if needed.
 - ✓ Site logistics
 - Room set-up (chairs, tables, etc.)
 - Security
 - Restrooms
 - Handicapped accessible
 - Parking
 - Media area
 - Media interview area
 - Reception Area
 - ✓ AV
 - Podium
 - Microphones/speakers
 - TV (2)
 - VCR
 - Slide projector and screen
 - Easels
 - Mult box for media
 - Electrical outlets
 - ✓ Media Relations
- VIP Reception (with CDC)
- Suggestions for VIP transportation and hotel.

Advisory Committee

- Advise on site/location. (If outdoors, an alternate bad weather site.)
- Develop Theme.
- Advise on program content. (Aprox. 30 Minutes.)
- Recruit local celebrities/VIPs.
- Recruit children to participate and secure transportation.
- Develop local invitation list. (Local government officials, legislators, community leaders,

health officials, other.)

- Recruit volunteers.
- Determine recognition awards.
- Recruit entertainment and develop children's program.
- Assist with media (media list, call outs).
- Identify and recruit emcee.