

## Travel Rally Day: Checklist Tuesday, May 10, 2011

Event Logistics	Owner	Completion Date	Status
Secure a visible, accessible event location. Consider rain location nearby.			
Power source (inside/outside)			
Secure AV equipment			
Develop event program/schedule of speakers/timing			
Secure required permits, including for parking (if applicable)			
Determine visuals for the event (signage, backdrop) and order buttons, T-shirts, etc.	Graphics provided by U.S. Travel		
Event Attendees			
Identify speakers and participants. Invitees should include: <ul style="list-style-type: none"> <li>• Local elected officials (e.g. mayor, senator or representative)</li> <li>• Business leaders and travel industry supporters</li> <li>• Travel industry employees (workers from hotels, restaurants, local attractions, taxi companies, etc.)*</li> </ul> *Travel industry employees should attend in uniform.			
Identify list of event invitees and determine who will invite whom, and when			
Invite speakers and participants	Templates provided by U.S. Travel		
Manage RSVP list			
Collateral Materials Development			
Local Area Fact Sheet			
Press Release	Template provided by U.S. Travel		
Media Advisory	Template provided by U.S. Travel		
Talking Points	Template provided by U.S. Travel		
News Op-Ed	Template provided by U.S. Travel		
Letters to local, state and federal elected officials	Template provided by U.S. Travel		
Advocacy			
Hold in-district meetings with your members of Congress <ul style="list-style-type: none"> <li>• Bring travel employees along to your meetings</li> </ul>			
Media			
Develop local media lists			
Develop media outreach plan and solicit media attendance			
Confirm media attendance and AV needs for broadcast press			
Communications Preparation			
Identify spokespeople for media interviews			
Media train event speakers (as needed)			
Secure B-roll (if applicable and you have existing video of hotels, restaurants and other travel businesses that you can provide to media)			
Collect bios for speakers, other materials for press kit			
Use Twitter, Facebook and other social media to build rally buzz	Use hashtags <b>#travelrally</b> and <b>#traveltuesday</b> on Twitter and use this Tweet:  <b>TRAVEL MATTERS To Me!</b> <b>#travelrally #traveltuesday</b>		