



Travel Rally Day Checklist – Tuesday, May 8, 2012

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"> • Local elected officials (e.g. mayor, senator or representative) • Business leaders and travel industry supporters • Travel industry employees (workers from hotels, restaurants, local attractions, taxi companies, etc.)* *Travel industry employees should attend in uniform.			
Identify list of event invitees and determine who will invite whom, and when			
Invite speakers and participants	Sample 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			
Get your local and state candidates to sign the Get America Moving Pledge (Will be released in mid-March).			
Plan a voter registration drive at your rally – we need travel advocates to vote on issues that matter to them! Visit your state's election website to download the necessary forms and polling information.			
Set up a photo booth/area where attendees can get their picture taken and have it added to the forthcoming online Vote Travel photo wall. Please check back soon on votetravel.org for more details.			
Hold in-district meetings with your members of Congress <ul style="list-style-type: none"> • Bring travel employees along to your meetings 			
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	<p>Use hashtags #VoteTravel #travelrally on Twitter and customize this Tweet:</p> <p>A Vote for Travel is a Vote for _____ [e.g., America, jobs, economy, family, fun, health]! Let's get America moving! #VoteTravel #TravelRally</p>		