Outreach Planning

**Determine the event purpose and audience**
Consider the size of the group, age and gender mix and any special needs. What do you want them to know about engineering, about your specialty?

**Develop your activity**
Develop a simple, engaging activity that represents your area. Keep in mind required set up time and length of time needed for your activity. Make it fun! Some examples:
Society of Automotive Engineers – Hot Wheels racing
Concrete Canoe team – concrete pitchforks
iGEM – extracting DNA from strawberries

**Event Checklist**
Know what equipment is available and what would be the ideal equipment for your display. Things to think about
- Do you need floor/grass space other than what the table takes up
- Number of tables
- Do they come with linen, or do you need to bring one
- Number of easels
- Do you need electricity, extension cords, power strip
- Special needs such as full sun, full shade, lighting, etc.
- If you have a poster board make sure it has hard back
- If you plan to hang anything up, make sure you get permission ahead of time and know where you can hang things and with what.
- Bring all of your necessary materials (e.g. poster board, give away, handouts, tape, etc.)
- Make certain that you have an easy way of transferring your materials from place to place (e.g. with a cart, bags, or boxes)
- Have the phone number of the person in charge with you in case you get lost or need last minute answers.
- Bring a bottle of water in case your throat gets dry, have any medication you need and snack as you don’t know when you can access food or if there will be any food at all
- Think carefully about your appearance and dress, wear comfortable shoes
- If the event is more than 1.5 hours, make arrangements to have at least one other person with you so that you can step away from the table and still have it manned.

At the event
Show up early so that you have time to set up and arrange your area/table
Turn down the volume on your cell phone
When you finish setting up your table, go through the area to be familiar with what others are doing, find the restrooms and any other important items.
If there is food at the location, check to see if you can help yourself to food before the event starts. (sometimes the food is just for attendees or there are other arrangements for displays)
Make sure you cover your whole shift and don’t start packing early even if you see others doing so.

**Tips for a great event**
Get ready for the event! Make sure you sleep well the night before and dress appropriately. You’re not just an ambassador for your research or club; you’re also representing the Ira A. Fulton Schools of Engineering and ASU!

While most events support people with free water and a meal, be prepared with your own supplies in case you can’t get away from your table. Bring snacks and drinks to get you through the day. Don’t forget breath mints and gum! If you need to have medication during the day, remember to bring that too.

Get together the supplies and visual aids you’ll need at the booth the day before. Many events offer a “load in” the day before or you can show up early the day of the event. Practice setting up so that you know how early to arrive. If you made a list, double check the list to make sure you’ve got everything.

Bring reinforcements! Everything’s more fun when bring a friend. Encourage classmates and fellow club members to attend with you. If you can bring a team, you might even plan to have two activities or enough supplies for two people to do the same activity. Or arrange for your group to show up in shifts.

Don’t just stand behind your table and wait for people to come to you. You can stand next to your table or even in front of it. Greet people as they approach and remember to smile! Ask open-ended questions or provide interesting facts about your topic.

Time your activity and let people know how long it takes. Get them started on the activity.

Find out what interests your visitors about engineering and connect that with your booth or activity. If you can’t, share what first got you interested in engineering and why you are at Open House.

Be prepared for experts! Sometimes people know more than you think so be prepared to talk at any level.
Let people know it’s OK to leave. Thank them for talking with you and give them a takeaway if you have one. You can even tell them what other exhibits they shouldn’t miss. Take some time to visit your neighboring booths and find out what they’re doing. You can direct visitors to them at the event and pick up some good ideas for what you might like to do in the future.

When the event is over, pack up your supplies and clean up your area. Thank the event sponsor and hosts. If you brought a list, check it to make sure you’ve got everything. If you used supplies during the day, make a shopping list to re-stock for the next event or next day.

Remember to thank any volunteers or team members that came out and worked with you. A little bit of gratitude goes a long way! Plus, it makes you feel good too.