# District Communications Event Checklist

**Event Organization (4 to 6 months prior to event)**

* Create event on [District website](http://admin.mbaa.com/districts/Pages/default.aspx) and add event to [Calendar of Events](http://admin.mbaa.com/meetings/Pages/events.aspx) ([help](http://admin.mbaa.com/_layouts/download.aspx?SourceUrl=/districts/protected/MBAAWebsiteTips.pptx))
* Submit forms to [set up online registration](http://admin.mbaa.com/districts/Pages/Services-Available-to-Districts.aspx) for your event
* Send Save The Date email to District members & past event attendees ([help](http://admin.mbaa.com/education/webinars/Pages/2016-DistrictCommunications.aspx))
* Submit event to The Communicator (help)
* Post event to social media
* Post event to BA forum
* Notify state brewers guild(s) in your district

**Registration Opens (3 months prior to event)**

* Send Early Registration deadline reminder to all District members and past event attendees by email ([help](http://admin.mbaa.com/education/webinars/Pages/2016-DistrictCommunications.aspx))
* Submit event to The Communicator (help)
* Post event to social media
* Post event to BA forum
* Notify state brewers guild(s) in your district

**1st Reminders (2 months prior to event)**

* Send Regular Registration deadline reminder to all District members and past event attendees by email ([help](http://admin.mbaa.com/education/webinars/Pages/2016-DistrictCommunications.aspx))
* Submit event to The Communicator (help)
* Post reminder to social media
* Post reminder to BA forum
* Remind state brewers guild(s) in your district

**2nd Reminders (1 month prior to event)**

* Send Late Registration deadline reminder to all District members and past event attendees by email ([help](http://admin.mbaa.com/education/webinars/Pages/2016-DistrictCommunications.aspx))
* Submit event to The Communicator (help)
* Post reminder to social media
* Post reminder to BA forum
* Remind state brewers guild(s) in your district

**Post Event Activities (within 48hrs after event)**

* Upload presentations to District Presentation archives ([help](https://youtu.be/ObgsNA-KBL0))
* Upload attendees to your email distribution list ([help](http://admin.mbaa.com/education/webinars/Pages/2016-DistrictCommunications.aspx))
* Have your District Secretary write up meeting recap information. Include Save The Date for next event if possible
	+ Email this to all District members and past event attendees by ([help](http://admin.mbaa.com/education/webinars/Pages/2016-DistrictCommunications.aspx))
	+ Post recap to your District website ([example](http://admin.mbaa.com/districts/MidAtlantic/Pages/default.aspx))
	+ Submit recap to The Communicator (submit)