

IX. Post-Event Checklist

You've held your Community Summit, and it was a great success! But don't stop there... follow-up and post-event action is very important for identifying the outcomes, putting some of your ideas into action, and continuing your outreach to new Citizen Diplomacy partners.

Here's a checklist that may help your Coordinating Committee.

1. Call a Follow-up Meeting of the Coordinating Committee.

- ✓ Schedule a meeting of the Coordinating Committee within a week of the Summit to review the results and design a plan of action.
- ✓ The Committee member assigned to collect and compile input should type up the Summit notes and distribute to Committee members prior to the first follow-up meeting. These will include the flipcharts, group discussion notes, action proposals and evaluations from the Summit.

2. Prioritize and Assign Action Items.

- ✓ Prioritize and finalize the community's action ideas.
- ✓ COMPLETE THE ONLINE EVALUATION at www.citizen-diplomacy.org
- ✓ Compile list of individuals and organizations to receive thank you letters from the Coordinating Committee. Draft a standard letter to be signed by the same person.
- ✓ Assign action items to members of the Coordinating Committee or other volunteers for follow-up and continuity. Set goal posts and timelines for implementation, if possible.
- ✓ Continue your outreach to new partners, volunteers, interested organizations, community and elected leaders.

3. Publicize Results

- ✓ Collect Press Clippings. Maintain file of any press clippings or other media coverage. Keep these for post-event publicity, future outreach and recruitment efforts and for distribution to your national associations and the Coalition for Citizen Diplomacy.
- ✓ Decide on any post-event media outreach your committee wishes to make (news release, interviews with the Coordinating Committee, participants, keynote speaker).
- ✓ Prepare a post-event news release. If the local press hasn't covered your event, consider preparing a news release on the event, participants, outcomes, etc. (*Sample post-event press release is located in the "How to Create Media Interest" section of the toolkit.*) Include photos taken, with captions. Consider asking a prominent community member to write an op-ed on the value of Citizen Diplomacy.
- ✓ Maintain media contacts in order to update them on ongoing Citizen Diplomacy activities and future plans.
- ✓ Issue a report. Some communities may even want to issue a report on Citizen Diplomacy summarizing their Summit findings and action items. The report might serve as a draw for a media event/press conference after the Summit.