# Planning Timeline

| Deadline | Assignment |
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| 9–12 months out | Form and convene a Host Committee comprising groups, organizations, and institutions within the state, such as<br>• Vision-related organizations<br>• State and local agencies<br>• Vision professionals<br>• National Eye Institute's National Eye Health Education Program Partnership<br>• National Eye Institute's VISION Public Information Network members<br>• Civic and voluntary organizations<br>• State professional societies (ophthalmology and optometry)<br>• Shopping center management (once sites are selected)<br>• National Eye Institute grantee institutions<br>• Groups representing underserved/minority populations in the community.<br>Set a meeting schedule.<br>Develop a budget and determine contributions.<br>Send a letter of commitment to the National Eye Institute requesting the exhibit and listing Host Committee member organizations and the proposed dates. |
| 6–9 months out | Set the exhibition and the opening dates.<br>Develop an invitation list for the opening.<br>Send a "hold the date" notice to VIPs to participate in the opening ceremony.<br>Request state and city proclamations.<br>Develop a calendar of events.<br>Develop a media and promotion plan:<br>• Develop a media mailing list.<br>• Draft press releases.<br>• Identify a local person with low vision to feature as a human interest story.<br>• Contact the media to explore features and interviews.<br>• Recruit three specialists in low vision to feature as media spokespersons. |

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| 3–6 months out | Draft the order of the program for the opening ceremony and invite speakers.<br>Send NEI the schedule of events for **THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers**.<br>Recruit experts/volunteers to staff the exhibit whenever possible during peak mall hours. |
| 4–6 weeks out | Mail event invitations.<br>Follow up on event plans.<br>Follow up on requests for proclamations.<br>Mail press releases.<br>Mail PSAs to radio and TV stations.<br>Make followup phone calls to VIPs invited to participate in the opening.<br>Schedule a volunteer training session and mail out volunteer information packets. |
| 1–2 weeks out | Make followup phone calls to VIPs invited to participate in the opening.<br>Follow up on requests for proclamations.<br>Prepare media kits for distribution at the opening event.<br>Follow up and schedule media interviews.<br>Make followup phone calls to the media for event coverage.<br>Prepare and distribute the RSVP list for the opening event.<br>Hold the volunteer training session. |
| 1 week after opening | Send thank you letters to<br>• media<br>• VIPs.<br>(Send “sorry you could not attend” notes to the VIPs who declined, including a program of events, a brochure, and news clips.) |
| During the exhibit | Monitor seminars, field trips, and media visits. |
| After closing | Send thank you letters to<br>• sponsors<br>• volunteers<br>• shopping center management. |