

Pop-Up Planning Timeline & Checklist

Task	Notes/Suggestions	Date/Duration	Completed
Select date and venue	<ul style="list-style-type: none"> Consider space needed for desired number of service providers, private spaces Check for any major scheduling conflicts with other trainings/events This is typically done at the Working Group meetings 	3-4 months out	<input type="checkbox"/>
Schedule rehearsal for service providers	<ul style="list-style-type: none"> Select rehearsal date at the same time the pop-up date is chosen if the orientation is to be held at this same venue (this is ideal). Request a three hour time slot (1 hour for set up, 2 for orientation) Arrange with Working Group 	3 months out	<input type="checkbox"/>
Invite service providers	<ul style="list-style-type: none"> Send a 'Save the Date' to previously participating service providers/managers so they are aware it is coming and can start planning Go to the list of services providers from the last pop-up, send an email to the organizations with highlights and stats from the last event. Discuss service gaps from the last event with the WG New service providers are to be invited by a member of the WG (may want to invite new service provider organizations based on the location selected – so in the school, more of a focus on child- and family-serving organizations) Include the date of the orientation/rehearsal in the email invite See invite email template 	3 months out	<input type="checkbox"/>
Confirm service providers	<ul style="list-style-type: none"> Create a spreadsheet to track who has confirmed Confirm with them what services they will be providing on-site Update the website with confirmed service providers and other organizations See confirmation email template 	Ongoing	<input type="checkbox"/>
Begin communications plan	<ul style="list-style-type: none"> Develop this internally or recruit the support of a communications expert from one of your supporting organizations Identify which one person will give final approval of marketing materials before they are sent to print 	3 months out	<input type="checkbox"/>

From: Primary healthcare Pop-ups: a model for health and social service delivery that meets the needs of people who have limited access to primary health care: A Planning Guide. Available at: <https://popupguide.pressbooks.com/>

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Finalize communications plan	<ul style="list-style-type: none"> Approved by designated person 	2 months out	<input type="checkbox"/>
Finalize poster design	<ul style="list-style-type: none"> Order posters (we ordered 200) 	2 months out	<input type="checkbox"/>
Finalize postcard design	<ul style="list-style-type: none"> Order postcards (we ordered 5000 when they were going to be distributed in school backpacks) 	2 months out	<input type="checkbox"/>
Submit Pop-Up details to school newsletters	<ul style="list-style-type: none"> If this is an appropriate means of marketing the pop-up, contact the schools or school district to find out when their newsletter is published 	2 months out	<input type="checkbox"/>
Distribute postcards in school (to be sent home with students)	<ul style="list-style-type: none"> If this is an appropriate means of marketing the pop-up, contact the schools or school districts to find out when would be a suitable time to distribute postcards 	1.5-1 month out	<input type="checkbox"/>
Begin social media campaign	<ul style="list-style-type: none"> Create a Facebook event Send link to the Facebook event with pre-written tweets and Facebook posts to the service providers Tweet regularly using an appropriate Twitter account 	1 month out	<input type="checkbox"/>
Confirm food sponsor	<ul style="list-style-type: none"> Approach local grocery stores or other food sponsor for gift card or food donations Seek corporate sponsorship for food donations from local businesses Ask at the Working Group for other ideas 	1 month out	<input type="checkbox"/>
Host rehearsal	<ul style="list-style-type: none"> Allot time for service providers to introduce themselves and talk about the service(s) they will provide at the pop-up Discuss some of the key strategies for engagement Plan for extra time at the end for discussions to continue Update presentation from last rehearsal as needed. Include updates on what has changed for the upcoming pop-up based on feedback from the last event 	1-3 weeks out	<input type="checkbox"/>

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Create map of service provider tables	<ul style="list-style-type: none"> See template for a pop-up map Get a floorplan from the venue representative to create the map Have space for unexpected service providers who may show up on the day 	1 week out	<input type="checkbox"/>
Purchase sandwiches, cookies, juice from food sponsor	<ul style="list-style-type: none"> Purchase based on number of attendees from last event 	28-48 hours out	<input type="checkbox"/>
Prepare welcome table materials	<ul style="list-style-type: none"> Print for service providers: wifi password, venue map, table numbers, photo consent forms as needed Bring a scanner or iPad, laptop, extra black paper and extra copies of forms and maps in labelled folders 	24 hours out	<input type="checkbox"/>
DAY OF THE POP-UP			
Set up tables and chairs with table numbers	<ul style="list-style-type: none"> Set up based on the venue map created with the services providers 	1 hour prior	<input type="checkbox"/>
Set up a food table	<ul style="list-style-type: none"> Create a Facebook event Send link to the Facebook event with pre-written tweets and Facebook posts to the service providers Tweet regularly using an appropriate Twitter account 	1 hour prior	<input type="checkbox"/>
Set up a welcome table between the service provider space and the food table (ideally)	<ul style="list-style-type: none"> Have two volunteers at the welcome table For service providers, remind them about the passports and how they are used. 	1 hour prior	<input type="checkbox"/>
Set up private spaces for service providers who require them	<ul style="list-style-type: none"> Communal private space that can be available to any service provider throughout the pop-up as required. Service providers such as physicians may require a dedicated private space 	1 hour prior	<input type="checkbox"/>
Place sandwich boards and other signage outside the venue		1 hour prior	<input type="checkbox"/>

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Collect ethics and photo consent forms from service providers	<ul style="list-style-type: none"> Use the service provider tracking sheet to determine who needs to sign these forms. They only needed to be completed once, not at each pop up. 	1 hour prior/all day	<input type="checkbox"/>
Count attendees	<ul style="list-style-type: none"> Count attendees at the welcome table and also have service providers keep a tally. 	All day	<input type="checkbox"/>
Enter attendees in the draw (if applicable)	<ul style="list-style-type: none"> If you have a service provider or sponsor who would be willing to provide a prize for a draw, set up a ballot box near the pop-up entrance. 	All day	<input type="checkbox"/>
Photocopy/s can or take a photo of attendees' passport	<ul style="list-style-type: none"> When attendees leave, ask if they are comfortable with their passport being used for data collection. Make a copy by photocopying/scanning/or taking a photo on an iPad, and give them the original. 	All day	<input type="checkbox"/>
Collect notes from service provider debrief discussions	<ul style="list-style-type: none"> Service provider debriefs are executed by welcome table staff/volunteers/working group 	End of day	<input type="checkbox"/>
Tear down and clean up		End of day	<input type="checkbox"/>
AFTER THE POP-UP			
Email a thank you and summary of the pop up with highlights, stories, and stats to the service providers and their managers		Within one month of the pop up	<input type="checkbox"/>
Send a thank you card to the venue		Within one month of the pop up	<input type="checkbox"/>
Summarize notes from service provider debrief discussions	<ul style="list-style-type: none"> Service provider debriefs are executed by welcome table staff/volunteers/working group 	Within one month of the pop up	<input type="checkbox"/>