

# CVEB

## Public Forum Planning Guide



**Description:** Sample project plan template to assist Community Veteran Engagement Board (CVEB) co-chairs and members with planning a public forum. The length required to host a public forum will differ depending on the forum’s program and objectives.

Possible program elements include:

- Presentations by subject matter experts on relevant topics
- Expert panel session with Q&A
- Networking sessions and informational booths/ kiosks
- Status updates on board actions

Activity Summary	
8-10 weeks before public forum	Board to determine agenda or program for public forum including: <ul style="list-style-type: none"> <li>• <b>Agenda items</b> (create objectives e.g., “Inform local Veterans about Choice program” and map agenda items accordingly).</li> <li>• <b>Determine associated materials</b>, such as speakers, informational materials.</li> <li>• <b>Date</b> (consider amount of time required to adequately plan; be mindful of holidays and meeting cadence).</li> <li>• <b>Length and time</b> (select hour when greatest number of public will be able to attend; length of time commensurate with selected agenda items).</li> <li>• <b>Venue</b> (venue should be accessible through public transport, have appropriate parking, and be ADA-compliant).</li> <li>• <b>Special guests and keynote speakers</b>.</li> </ul>
	Board to <b>determine key players</b> (board members, VA assets), send save-the-date calendar invitations to those key players, and inform local PAOs of date.
	Designated Board member to <b>reserve venue</b> (consider venue set up and audiovisual needs).
4-6 weeks before	Board to <b>confirm necessary human resources and materials</b> : <ul style="list-style-type: none"> <li>• Confirm speaker attendance and external organizational involvement, if necessary.</li> <li>• Arrange for audiovisual equipment (e.g., public address system, podiums, stage, tables, kiosks, chairs, projector).</li> </ul>
	Co-chairs and board members to <b>develop and distribute invitations</b> (including agenda), publicize event using social media, print collateral, and e-mail as necessary, taking into consideration: <ul style="list-style-type: none"> <li>• Invitation format (use community name template, not VA-template).</li> <li>• RSVP format and date.</li> <li>• “Special guest” invitees (e.g., media outlets, public figures).</li> <li>• Congressional Notification letter from co-chairs (sent to local Congressional stakeholders).</li> </ul>
1 week before	Board to distribute <b>event reminder emails</b> and <b>continue event promotion</b> (e.g., coordination to issue press release, media alert, letter to the editor).
	<b>Confirm venue set up</b> and audiovisual equipment.
Day of	<b>Kiosk and booth setup</b> two hours before event. <b>Test audiovisual equipment</b> one hour before event.
	Confirm and <b>distribute materials</b> (e.g., print collateral) and set up signage and decorations, as necessary.
	<b>Count attendance</b> and record notes and questions asked during session for formal meeting minutes.