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# Day of the event checklist



## EXPECTATIONS FOR THE EVENT AND VENUE

Please follow these guidelines when setting up for your event. The general layout for all Market Science events are similar. If your event or venue has different directions, we will notify you by email prior to your event. Please contact us if you have any questions about the set-up of your event. And remember, Have Fun!

## TRANSPORTATION

Session leaders are expected to provide transportation of themselves and necessary Market Science materials to the venue. **Let us know if you think this will be an issue in the pre-session survey** and we will try and assist you. Volunteers are expected to coordinate getting to their event on time.

## EVENT SPACE

- Leaders should arrive at least **30 minutes prior** to the start of the event and stay until the end.
- Set up your table 30 minutes before the start of your event.
- You will have one (1) or two (2) 6-foot tables for activity space under an awning.
- Most events provide tables, chairs, and a pop-up tent. **Market Science will contact you if your venue does not provide tent and tables (e.g. Open Streets). We have these supplies in the supplies closet and will let you know if you need to bring them.**
- If you have trouble locating the table, find the market/event manager and they will direct you. Also, we will send you any additional event-specific information by email prior to your event and you can contact us with questions.

## HOW TO SET-UP YOUR SCIENCE DISCOVERY STATION

There is a lot of material to fit on your table, so it is helpful to think about how you plan to lay it out prior to the event. It helps to reserve about  $\frac{1}{4}$ - $\frac{1}{2}$  of one table for all of the Market Science materials.

- Set up booth
- If the market organizers haven't put up sign, ask them which tables are for Market Science.

- If you need an electrical outlet, ask the market organizers for access to the outlet (we have a long extension cord that you can bring)
- If you are bringing a tent, table, and chairs, we will send you directions on exactly where your table will be and contact information for the day-of event organizers.
- Put up Market Science banners (stand up or hanging), and tablecloth
- Layout the Market Science stickers, tattoos, and brochures, along with your own organization's materials.
- Announce your topic with your Market Science branded signage in the plastic tabletop sign holders
- Lay out your modules and materials for participants.

### ASSESSMENTS (COUNTING VISITORS)



It is important for our reporting and continued funding that we know how many participants come to Market Science at each event. Therefore, we ask that all session leaders keep a running tally of all visitors and report this in your post-session survey. We suggest that you have a dedicated volunteer running the counter at any given time. It is also helpful, if possible, to take note of any factors that may affect the overall attendance at the venue (i.e. it was raining and overall attendance was down).

- Collect attendance data throughout the day with our counter: make sure to write down (or take a picture of) the final tallies
- Kids: how many kids came to the booth
- Adults: how many adults came to the booth
- Stayed: how many people (both kids and adults) stayed longer than 5 minutes or completed at least one module at the table in an engaged way.

### SOCIAL MEDIA

Market Science will use social media platforms to promote your event. Please participate with your own social media accounts as well.

- Take pictures and send out materials on social media
- Use the @ mention again: "I can't believe X Y Z!!!  
**@\_MarketSci.**
- Also tag or @ your lab, college, department handles if applicable
- We will be tweeting about your event and sending tweets with your trivia questions.
- Tweet pics too! Instagram #marketsci
- Note: **pictures cannot feature a child's face**



### ADVERSE WEATHER

Many venues will have severe or inclement weather policies that will close, delay, or cancel an event. On the day of your event, please keep an eye out for communications from Market Science or the venue about possible cancellations. Additionally, if there is dangerous or severe weather, the session leader may close the Market Science table, inform the event organizers, and leave. After you have safely left, please let Market Science know about your decision.

### OTHER POTENTIAL ISSUES

**Personal belongings** – do not leave your personal belongings or Market Science materials unattended at the table. If you notice something is missing, please inform venue organizers immediately.

**Lost children or guardians** – if you notice that a child seems lost or is unattended at the table, send someone to contact the venue organizers immediately and stay in the same area. Please do not hug or pick them up, but you can soothe a distressed child using a calming voice or gestures.

### PACKING UP

Please leave the site in the same state that you found it. As you are packing up please remember to:

- Record the names and affiliations of all the volunteers your event, along with the attendance counts of visitors on the provided sheet.
- Recycle, compost, throw at all non-reusable equipment and supplies
- Pack up small Market Science supplies so that they are easy to use again
- Wipe up the tables and return the booth area to original condition