

# Event-in-a-Box

## Contents

### **Welcome**

Introductory letter from Fred A. Cholick, director, K-State Research and Extension and dean, College of Agriculture

### **What makes a successful event?**

Introducing Event-in-a-Box

Section I:	We've got ideas!
Section II:	Event Organizer
Section III:	Skill-Building Program/Event Evaluation

Plus: What makes a good handout? And handout sampler!  
Want to write a commemorative book?

### **Start Spreadin' the News**

News Writing  
News Organizer — Use it for print, radio, and television.  
Writing a Successful Letter to the Editor  
Choosing a Spokesperson  
If Reporters Call  
Be Ready for Radio  
Tips for Television

### **Got signs?**

Quick Flier Template  
Instructions for reserving K-State Research and Extension banners and downloading directional signs.

### **Guest Book Template**

### **Risk Management**

K-State Research and Extension Risk Management Booklet, includes Crisis Form

### **Event-in-a-Box CD**

### **Event Notes**

### **Press Clips/Samples/Contact Lists**

# Event-in-a-Box

## Credits

**Concept:** Nancy Peterson, Communications Specialist

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