

## PUTTING TOGETHER & COORDINATING YOUR EVENT TEAM

The successful *Hooping Life* event host will have a support network in the way of friends, volunteers, and the local hooping community. Here are a couple things to keep in mind when gathering, motivating, and managing your team:

1. For things to run smoothly, envision and organize your event team as early in the planning process as you can.
2. Use good communication and leadership skills. You can't please everyone and opinions are rarely unanimous. Value input from all sources, but have a clear decision maker.
3. Make a list of the things you would *like* to have at your screening. (See the other planning guides). Then make a list of people willing to help. Thinking about the strengths of each potential team member, assign tasks accordingly, making sure that no one person (including you!) is overwhelmed with duties.
4. Once you've asked and confirmed that each helper is willing to take on their tasks, eliminate what's leftover. It's better to have fewer things done well and completely than to have more things done half-way. Remember, your event need not be larger than you're comfortable with or more than your team can handle. A screening with a hoop jam is fun a-plenty for all involved. If you've got the people and the plan, though, go ahead and go full-throttle!
5. Provide team members with time-sensitive tasks clear deadlines. Keep a clear master calendar to keep yourself and your team on-schedule and stress-free.
6. **Thank your team** every chance you get. Hosting *The Hooping Life* film is an incredible way to build upon existing relationships in your community and to make new ones. There's no such thing as too many pats on the back for a job well done. Post and tag your thanks on your Facebook event page so your team gets credit where credit is due. Invite everybody over for a cocktail get-together a few days before the event - it's a great way to review your game plan and bolster camaraderie amongst your team. If you won't be using your *Hooping Life* merchandise for vending, reward your team with the playing cards and posters or have a back-yard hoop jam with the Hoop Loops DVD. Or host a thank-you get-together at your house after the event to decompress, debrief, and talk about how you'll capitalize upon all the goodwill you've built with your event in your community.

The size of your event will inevitably depend upon the size and resourcefulness of your team. When matching volunteers to event tasks (vending, ticket sales, etc) , keep these less-obvious needs in mind too:

- **Press Liaison** People flocking to a major hooping event is likely to garner attention! You never know who's going to show up inside or outside the event, so be ready. Have a team member who can readily answer questions for potential media inquiries. They should be able to explain what's happening, why it's important, and why the community at large should care. This may also be the person you'd like to have in charge of contacting media before the event (See *Press Release Template, Kit, and Tips* and *Reaching out to Your Community*). You may also like to make sure that they are easily recognizable, wearing a T-Shirt with your logo, or an authority at the door.
- **Media/Street Team** You'll want to get the word out on social media and in physical, local gathering places. Who will be posting on their Facebook page, blogging about your event, and putting up flyers at local cafes?

- **Photographer/Videographer** You've put a lot into this event, so you'll want to record as much of it as possible. Whether you have a "red carpet" setup (See *Budgeting Your Hooping Life Event*) or not, you'll want someone taking photos and/or film for posterity and future promotional purposes.
- **MC** Even if you'll be introducing the film, you'll want someone to introduce YOU. If your event has performances, hoop jams, workshops, or vending involved, you may benefit from someone who can announce and manage these transitions.
- **DJ and/or AV Tech** Who'll be running the film and checking sound? Who'll be running music for the jam or performance or while people are entering or socializing before they leave? You don't need a tech guru or DJ on hand (though they are, indeed, awesome), but you'll need somebody to take charge of the auditory ambiance.
- **Hoop Check** Many audience members will likely have hoops in-tow. Think about how you and the venue will handle hoop traffic. In Atlanta, the organizers designated a "hoop corral" - a safe place to stash hoops while the audience viewed the film. How you handle the hoops will depend upon your venue and the size of your event. As with all things *Hooping Life Event* related, you can get creative! Maybe you ask hoopers to bring a hoop they're willing to donate to charity or a local school at the end of the event. Then you can pile them up for everyone to use at the hoop jam, collect and donate them later. Maybe you make a "hoop corral." Or maybe you don't want to deal with it at all, so you post on your event page and venue doors that attendees are responsible for keeping up with their own hoops. Either way, you may need a "lost and found" space at your screening for all kinds of things, including hoops, that people may leave behind. Whatever route you choose, have someone looking out for your event's "hoop check" needs.
- **Clean Up Crew** No matter your venue, we know you care about leaving a clean space. If you're indoors and have a hoop jam, gaffer tape can scuff walls and floors (Magic Erasers are your best friends in this case). Indoors or out, we all know even grown-ups don't always pick up their trash. Make sure you've got a team in place that is dedicated to leaving your space in a respectable state after your event. Late-night screening? Negotiate with your venue for a morning-after clean up!
- **Other** Because a *Hooping Life* event can take any shape or form you'd like, there may be things we've left out. Do you need a parking person in a congested or urban area? Is there an iced-down cooler of water backstage for performers? Who turns away people when your event is sold out?

There are no hard-and-fast rules about how your *Hooping Life* screening event has to go down. It can be done with a team of one or a team of twenty. This is YOUR show and can be as large or small as you want it to be. If you feel stuck, contact Lara, the Outreach Coordinator for *The Hooping Life*. She'll help you iron out the kinks and we'll support you in whatever ways we can. Thank you for bringing this film to your community.