

Who will come to the event?

- Will the event be for families or students?
- How many people are you expecting?
- Will you require registration for the event? How?
- Will you open the event to people from outside of the CBO?

Who will staff the event?

- Will an amateur astronomer be part of the event?
- Who from the CBO will be leading activities?
- Will you need other staff or volunteers from the CBO?
- Who from the ISI will be attending the event?
- Who will help with set up and break down of the event?
- Who from the location needs to know the details of the event? (i.e operations or facility staff)
- Who will take photos and make sure photo releases are filled out?

Where will the event take place?

- What location(s) will you use for the event?
- Will the event be indoors or outdoors?
- Is there electricity at the location?
- Is there parking? How will attendees get to the event?
- Are there enough restrooms and will they be open at the event?

How will people find out about the event?

- How will members of the CBO be invited to the event?
- Will you use emails to invite attendees? Who will send them?
- Will you use flyers? How will flyers be distributed?
- Will there be social media posts before the event? Who will post them?
- Are there CBO or AA event calendars this should be added to?

When will the event take place?

- What is happening in the night sky when the event is scheduled?
- Will this be a daytime or evening event?
- Will this be a stand alone event or will it be part of another event?
- Does the event need a rain date?
- How does the event fit into the general CBO schedule of events?

What supplies and materials are needed at the event?

- Will you have food at the event? What about water?
- How many tables and chairs do you need?
- Will you need extension cords, computers, or monitors/TVs?
- Will you have a sign in sheet for attendees?
- Will you have any prizes or giveaways?

Which M2M activities will be part of the event?

- Which activities would be most interesting or exciting for your attendees? Which will get your attendees excited about the Artemis mission?
- How many activities will be part of the event?
- Which activities would work best for the location of the event? Do any need more space than you have?
- Which activities would work best for the timing (daytime/evening) of the event?
- Which activities support what is happening in the night sky during the event?

Event Notes

- How often will the team meet to plan the event?
- How does this event fit with the other M2M events planned?
- What does the timeline for preparing for this event look like? (i.e. when will advertising go out, when will supplies be delivered, etc.)

MISSION 2MARS

ENGINEERED BY THE FRANKLIN INSTITUTE

Event Brainstorming Template

Who will come to the event?

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**When will the event
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Who will staff the event?

**How will people find
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