

**Launch Event Guidelines**

This document is meant to provide assistance with EOLWD-supported, locally executed launch events for the MassHire brand. We’ve done a lot of work this summer to introduce the brand to internal staff and stakeholders, and now it’s time to introduce it to our external partners. Your launch event is an exciting opportunity to showcase our new brand to your local community. Let’s get to work!

1. **Invitations**

Templates of invitations and invitation language are attached as part of this package. You are not required to use this template, but it is an option. There is also an image you can use for an Eventbrite invitation.

1. **Invitation List**

Your invitation list is likely already aligned to your list of Stakeholders section of your Local Implementation Plan. It should include, but is not limited to:

* Local elected officials
* Local workforce board members
* Community partners, including training and education partners and WIOA partners
* Businesses and jobseekers

EOLWD will invite:

* State legislators in your area
* State Workforce Development Board members
* State-level officials

This does not preclude you from also sending an invitation to these folks!

1. **Invitation Management**

Once you have finalized your invitation, please send it to EOLWD (Marina). We will then use the final invitation to invite our state-level partners.

RSVPs for events should be managed locally. We recommend either dedicating one person to receive RSVPs or setting up an Eventbrite link.

1. **Sample Run of Show**

Below is a sample run of show for a launch event. The following run of show assumes a stand-alone launch, and should be adapted if your launch is attached to a job fair, board meeting, or other event.

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| **When** | **What** | **Where** |
| 30 minutes prior to event start | Arrivals begin | Location of event |
| 30 minutes | Speaking program can vary, but might include anyone from this group (recommend limiting to 3-4 speakers):   * Secretary Acosta * Mayor of your town * Board chair * Legislators * Board director * Career Center director * Other local leadership   End with showing “MassHire brand launch video” | Space equipped with A/V, usually inside career center |
| 3:30 – 3:40 | Ribbon cutting or other reveal | Depends on location |
| 3:40 – 4:00 | Tour of career center   * Overall tour * Resource center + speak to jobseekers * Business resource center + convo with employers | Career center |

1. **Timeline to Launch**

We have listed a sample timeline to launch below. This will vary slightly by region, and only covers items directly related to the launch. It does not cover other topics you need to make sure you have done before you go public, like making sure your staff is trained.

**6 weeks out**

* Confirm speakers (Secretary Acosta? Local elected officials?)
* Finalize run of show
* Determine venue
* Determine time of event
* If relevant, finalize any permitting needs for location (if you are doing an announcement outside, it may require blocking off parts of the street)

**4 weeks out**

* Finalize invitation list
* Send invitations
* Prepare press releases
* Prepare transitional flyers for lobby

**2 weeks out**

* Re-send invitation to those who have not RSVP-ed
* Ensure all branded materials are ready for event day (outreach brochures, new website templates, etc)
* Review/re-confirm speakers and run of show

**2 days out**

* Send reminder to attendees

**1 day out**

* Externally transition all materials, including web materials and screen savers
* Display all new MassHire branded materials (mousepads, retractable banners)

**Day of**

* Send press release