DEMO DAY

Preparing Your Employers

A guide for organizers on getting employers ready to walk in the door on event day.

2 weeks out	**Send the preparation email** Send an email to each confirmed employer/partner with three documents attached: the employer preparation guide, the official run of show and session demonstration ideas.
Follow-up	**Confirm their hands-on plan** Get a specific plan in writing using the ideas guide as a starting point, not a vague intention
Follow-up	**Check for any logistical needs** Power, tables, chairs, extra staff or anything special about their setup
Follow-up	**Confirm arrival time** Don't assume the run of show was read closely. Confirm the specific time directly.
1 week out)	**Final check-in** Reconfirm everything above, plus parking, building map, anything relevant they need to know about showing up and a day-of contact.

Tip: Keep a simple spreadsheet tracking each preparation item above, so nothing slips through the cracks as your event approaches.