

How to Set up Trailer Unveiling Media Event

Planning the Trailer Unveiling Press Conference

The paperwork is signed, now what?

AKC Reunite will work with your local Emergency Management to coordinate trailer delivery. Please note we expect it to take up to 90 Days to deliver a trailer. Trailer delivery will be coordinated with your local EM contact – copy of title will be turned over at this time. Signature of receipt will be required at time of delivery. Prior to trailer delivery, you, your Club and local EM should start planning its unveiling to the community.

Following are some good questions to ask your local EM to kick-off the event planning:

WITH THE TRAILER RECIPIENT YOU SHOULD COORDINATE:

When should we have our unveiling?

What is the location?

- Do you want a podium?
- Do you want a table to set up materials?
- Microphone?
- What if it rains?

Will it be tied in with a local event? Emergency Awareness Day? Dog Show? County Fair?

What times (i.e. 9am – 10am? All day event?)

Who will be there?

- From your Club?
- From local EM?
- Any other county/city/state officials?
- Pick a club spokesperson to speak at the press conference/give media interviews
- Develop Club Talking Points
 - Helping our community- local EM and AKC Clubs coming together to help the community
 - Helping pet owners during disasters

Who is the local EM/city/county media contact? We can have AKC Club Communications work with their contact (if they have one) to send out Media Alerts just prior to the event and a Press Release the day of the event.

- Consider having your own photographer at the event. Add photos to your website or social media channels during and after the event will increase your coverage.
- Do you have local media contacts you oftentimes work with? AKC Club communications can develop a media list for your club if you don't have one.

And don't forget about garnering positive publicity for your Club!

WITH YOUR CLUB

Who will attend?

Who is the spokesperson?

Who is bringing dogs?

Do you want other promotional materials?

Do you want to offer refreshments?

How are you working with national Clubs that also contributed to the trailer?

Do you want to showcase your event to other local Clubs and invite them to attend?

Thanks for helping us ROLL OUT HELP!