



IDENTITY THEFT OUTREACH TOOLKIT

Host a Protect Your Identity Event

CHECKLIST

Use the day of the event.

Your organization representatives and partners arrive at the location about half an hour before the event. Check room set-up, AV equipment, laptop, microphone, podium, and refreshments, if appropriate.

- Do you have:
 - Have you set out copies of the handouts?
 - If you invited reporters, is a media table set up with press kits and a sign-in sheet?
 - Have you set out press kits? Each should contain:
 - your press release
 - audience quiz
 - proclamation
 - statistics about identity theft in your community
 - speakers' bios
 - speakers' statements and slides
 - copies of FTC publications
 - Are the slide presentations loaded onto a laptop and ready to go?
 - Do you have business cards for your organization and partners?
- Set out refreshments (if serving) 15 minutes before event to start.
- Have all speakers arrived?