A checklist for Expo preparations

> *"You never get a second chance to make a first impression."*
>
> Attributed to
> Will Rogers

As you are in last stages of preparing for an impressive Education Expo, here is a quick checklist...

Attractive physical space

- The outside and inside of the school will be sparkling clean, especially the bathrooms
- Welcome signs and possibly campus maps will make it easy to for visitors to know where to be
- Grounds will be trimmed and mown, with a bonus for bright flowers planted

Welcoming staff and teachers

- Each teacher projects enthusiasm and cheer to parents
- Each classroom has planned presentations that include all students so parents, grandparents, great aunt Martha and friends have an automatic reason to come and be impressed

Internal and external promotion

- Education Expo is promoted through your current families and local churches -- Start promoting your winter open house
- Education Expo is promoted to your community -- Know where you can promote events locally for free

Application and re-enrollment materials

- Application forms (or information with the link to online applications and re-enrollment) are part of the packet of information given to everyone attending
- An application fee is expected and there is a big discount if the application and fee are turned in at the event — Motivate parents to commit now for next school year

Great school information is shared

- The three to five best talking points of your school are shared in written materials and/or as part of the welcome for all attendees.
- Students provide tours of the school and share those talking points as well.

Delegating:
All of the organizing for an Education Expo can be delegated, but you will want to work closely with that volunteer or staff person.
Binder tab: January
School size: All
Marketing process step:
1) Who are we?
2) What do families want?
3) What needs to change?
4) How do we tell our community?
5) How do we track results?