
HOW TO PLAN A COMMUNITY HEALTH FAIR



6 TO 12 MONTHS BEFORE THE HEALTH FAIR

PLANNING COMMITTEE

Create a planning committee for your event. Select committee members and one or two co-chairpersons that will commit to leadership and the success of your event.

GOALS & OBJECTIVES

Write down your goals and objectives for the health fair.

AUDIENCE & PURPOSE

Write down your goals and objectives for the health fair.

6 TO 12 MONTHS BEFORE THE HEALTH FAIR

THEME

Select a theme – whether it is based on a health or safety issue, the time of year or other themes from within your community organization.

DATE, TIME & LOCATION

Narrow down a date and time for your event. Then select and reserve the location or venue as early as possible.

ACTIVITIES & SERVICES

Identify possible services, activities, information and exhibits that would be add to an informative and fun environment for your event.

BUDGET

Once you have identified the date, time and location, the goals and objectives and the activities and services you will make available at your health fair, create a budget.

EVENT SUBCOMMITTEES

Assign planning committee members to different responsibilities or subcommittees, such as:

LOGISTICS:

- Reserving the venue; coordinating resources, on-site setup and parking

PUBLIC RELATIONS:

- Making sure the public knows about your event by creating flyers and announcements on radio, social media, television, community events and even e-mail; creating partnerships with other community organizations

ACTIVITIES AND SERVICES:

- Deciding on what activities and services will be provided at the health fair; contacting and confirming vendors who will attend to provide those services.

3 TO 6 MONTHS BEFORE THE HEALTH FAIR:

VENDORS

Confirm the attendance of healthcare providers, exhibitors and vendors for the health fair.

VOLUNTEERS

Recruit volunteers to assist the subcommittees if you are running behind on your timeline or responsibilities.

PHOTOS

Assign a committee member or volunteer to take photos on the day of your event.

ORGANIZE SETUP

Assign a subcommittee or several volunteers to welcome and direct service providers and vendors on the day of the event.

EQUIPMENT

Reserve sound equipment and other rentals if needed. Reserve enough tables and chairs once attending vendors are confirmed.

3 MONTHS BEFORE THE HEALTH FAIR:

HEALTH INFORMATION MATERIALS

Order educational materials from health organizations.

PRIZE INCENTIVES

Begin securing prize incentives, goodie bags and giveaways.

3 MONTHS BEFORE THE HEALTH FAIR:

TRASH BINS

Reserve trash receptacles for the day of your event.

SUPPLIES & DECORATIONS

Secure trash bags, table cloths and venue decorations.

MARKETING

Create posters, flyers and promotional materials to publicize the event.

PRINTING

Duplicate printed materials such as registration and evaluation forms.

VERIFY CONFIRMATIONS

Receive written commitments and confirmations of vendors, service providers, exhibitors, volunteers, rental equipment and special guests.

CONFIRM EVENT DETAILS

Provide written confirmation to vendors, service providers and exhibitors to include the following information: date of the event, setup times and event start and end times, location/address of the event with a map and general guidelines.

EXHIBITOR SETUP

Be sure to request the official organization names for booth signs, and ask the exhibitor to bring special equipment such as extension cords, three-pronged adaptors, etc. Ask the exhibitor about any space or electrical setup requirements.

1 MONTH BEFORE THE HEALTH FAIR:

REVIEW PROGRESS

Meet with committee chairs to review progress towards implementation of plans.

PUBLICIZE

Publicize the event with flyers, posters, etc.
Contact television radio and newspapers to publicize the event.

FLOOR PLANNING

Plan booth, exhibits and classroom locations.
Create booth signs.
Create a map or floor plan for exhibitors and participants.

PROGRAM

Create a program agenda. Be sure to acknowledge exhibitors, vendors, volunteers, donors and sponsors.

EXTRA ITEMS

Make a list of items that still need to be purchased or obtained.

1 WEEK BEFORE THE HEALTH FAIR:

CONFIRM ATTENDANCE

Confirm event details and the attendance of all participants (including volunteers, committee members, exhibitors and special guests or media).

PRINTING

Print maps and program agendas.
Print nametags for exhibitors, volunteers, committee members and all participants.

1 WEEK BEFORE THE HEALTH FAIR:

PERISHABLE ITEMS

Purchase perishable items and store them safely until the event.

VOLUNTEERS AND STAFF

Create a list of volunteer assignments for the day of the health fair.

Finalize a plan for staffing the event, including a command center table.

REGISTRATION & EVALUATION

Finalize a plan for vendor/exhibitor registration (usually at a sign-in table) and setup instructions.

Finalize a plan for event evaluation, including distribution and collection of evaluation forms or surveys.