

# Opening-Day Event Planning Checklist

Plan a community opening-day event, starting about a month ahead.

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A real opening-day event is one of the highest-ROI things a new practice can do for community trust. Use this checklist to plan it out, starting about a month ahead.

## 4 Weeks Out

- ■ Set date, time window, and rain/weather backup plan
- ■ Confirm staffing coverage for the event separate from any live appointments
- ■ Order signage, balloons/banners, and any branded giveaways
- ■ Reach out to local press/community papers with an invite

## 2 Weeks Out

- ■ Finalize guest list: adjacent businesses, community partners, local officials
- ■ Confirm any food/refreshments and rentals (tables, tent, etc.)
- ■ Prepare simple activities (tours, giveaways, meet-the-team photo ops)
- ■ Post event details across all social channels and the website

## 1 Week Out

- ■ Send reminder posts and personal invites to adjacent-business contacts
- ■ Confirm final headcount for food/materials
- ■ Walk through the space to confirm it's presentation-ready
- ■ Brief staff on their roles for the day

## Day Of

- ■ Arrive early to set up signage and materials
- ■ Assign one team member to take photos/video throughout
- ■ Have a simple sign-in sheet or QR code for email signups
- ■ Follow up with a thank-you post and photos within 48 hours