



www.securetheshelter.com

Event Checklist

The key to building awareness of the danger of wildfires and the importance of hardening their property is getting homeowners to think about something they would rather not. No one wants to think about the unthinkable, losing their home to a wildfire. And there are far more fun things to spend time and money on than removing perfectly good, but highly flammable, cedar siding for something that will resist a wildfire. The BLAZE simulation is designed to be fun, highly engaging and involve the whole family including kids. Homeowners that might pass by a table of pamphlets and information will be attached to virtual reality for the simple fun of it. After playing the simulation their awareness of the importance of hardening their property, the right way to do it, and preparing a go bag will be raised.

This checklist is a living document that you should modify for your unique situation and update after holding an event. It will address the most important things to consider when hosting an event and provide a basic timeline.

When to Host an Event?

Spring is the best time of year because homeowners' thoughts turn to outdoor home improvement projects and landscaping. Spring also gives homeowners time to make important changes before the start of the fire season in late summer and early fall.

Three to Four Months Out – Find a Location

Brainstorm a location to host your event. It is unlikely you will be able to attract a large number of people to a standalone BLAZE event so look to capitalize on traffic generated by others.

The best locations are building and home improvement stores, preferably ones that have both construction materials and a lawn and garden section. Meet with the manager to explain BLAZE and to determine receptivity. Stress that this is an excellent way to generate interest and sell products. Ask if there are any events scheduled that you can "tag along" with such as the opening of the lawn and garden department or "home improvement days." Good locations within the store are front and center, with adequate power.

Other locations would include lawn and garden shows, or home improvement shows. Negotiate as a nonprofit a lower rate and stress the excitement the virtual reality simulation will provide. University events focused on fire safety are also a possibility. Check with your local fire departments to see if they are hosting any events or are aware of any being put on by local organizations.

Three Months Out – Find Your Partners and Get Your Stuff Together

Identify local partners that might be able to provide support such as: Washington Conservation Districts, Idaho Soil and Water Conservation Districts, local fire districts, Washington Department of Natural Resources, Idaho Department of Lands, Washington State and the University of Idaho Extension, Firewise Program, state Farm Bureaus, US Forest Service, US Bureau of Land Management

Determine your budget. Order as the budget allows the virtual reality headset and computer. Below is a full list of all technology:

1. VR-Virtual Reality

- Meta [Oculus] Quest or Quest 2 Headset [Quest 2 recommended]
- Quest power chargers
- Extra Batteries for controllers

If the group wishes to show the output from a headset on a TV or Computer Screen

- The headset and smart tv or computer must be on the same network connection
- Use the existing connection or have a dedicated hotspot

2. WebGL

- Computer
 - Desktop:
 - Windows or MacOS
 - Notebook:
 - Windows or MacOS
 - Recommended Screen Resolution:
 - 1920 x 1080 (Full HD or 1080p)
 - Keyboard and Mouse
- Internet Browser
 - Recommended
 - Chrome [Windows or MacOS]
 - Firefox [Windows or MacOS]
 - Microsoft Edge [Windows]
 - Not Recommended
 - Safari on MacOS
- Internet connection
 - A hotspot can work – will need to manage the opening of the simulation across multiple system owing to the initial download

3. General

- Extension cords and power strips to plug in headsets and computers
- Navigation page showing both the VR and WebGL navigation
- Cleaning products to wipe down headsets, keyboards, and mice

Prepare any necessary waiver forms in guidance with your organization's policies and procedures.

Review the materials available through the BLAZE Marketing Toolkit. Edit the trifold as needed and find a local printer that will provide a good rate. Consider ordering a retractable banner (see the tool kit). Find materials from other local organizations. Obtain business cards from partners (contractors, local fire department, etc.)

Determine if you have a budget to provide coffee, donuts, cookies, etc. If tagging alone with another event find out if they are providing food.

One - Two Months Out

Meet with the store manager or event planner to go over the additional details of your setup. Finalize food options. If a building supply store find out if they can make a display of fire-safe building materials that they sell and fire-wise plants. Ideally, the VR simulation will be in the middle with the display of fire-resistant materials on one side and the fire-wise plants on the other. Arrange for store staffing to discuss with the participants the materials and plants and have available the names of local contractors.

Set up and test all technology.

Begin your marketing, relying heavily on social media three weeks out with frequent follow-up posts and emails. Encourage event partners to also promote the event.

Build your go bag which you will display at the event. Include all items from the sim and have a checklist for materials that should be in a go bag.

One Week Out

Touch base with everyone that has agreed to help. Confirm all dates, times, duties, and contact information. Touch base one last time with the store manager or event manager. Will they provide tables and chairs? Can they provide any help with set-up?

The Day of the Event

Arrive at least two hours early to set up the technology and make sure all is working.

Make sure to take pictures for social media posts while the event is happening, afterward, and to have for the next event.

Track the number of participants and have a signup sheet for future e-mailings about future events.

After the Event

Follow up with all partners and discuss what went well and what can be improved on. Thank all for their participation and ask if they would be willing to participate in future events.

