

WHEN

Before the event

During the event

After the event

WHO

In-person attendees

Speakers

Virtual attendees

- General Public
- Good Government Groups
- International (IVLP & INL)
- Employee Relations
- Inspector Generals
- ECI/ Corporate compliance
- Private Sector (Government Contractors & Post Employment)
- Media
- COGEL (State/Local)
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WHAT

- External stakeholders know which sessions to virtually attend and attend
- All fee based slots are filled
- Attendees successfully navigate the event
- Attendees know what to do in the event of inclement weather
- Make sure attendees learn about OGE products and initiatives
- Positive media coverage of OGEs critical role in transition

HOW - SUMMIT

- I. OGE Website
 - a. Summit Page (Front Door to the App – Hidden Page) (Wendy)
 - i. High level description of Summit
 - ii. Navigate to virtual content
 - iii. Navigate to App
 - b. Home Page
 - i. Directors Note (After the event)
 - ii. Rotating Window (During the event) – one window for the week of the event.
Need to develop a new image
- II. Interviews with attendees (Virtual Team)
 - a. Livestream
 - b. Incorporate into tweets
 - c. Notify the organization of the interviewee
- III. Email Campaign (Review 1/26)
 - a. Send emails prior to the event to groups we want to watch virtually – explaining the event and sharing link to virtual sites
- ~~IV. Summit App/Website (Gabby)~~
 - ~~a. Primary Use – Summit Information, Presentation Materials, Session Descriptions, and Announcements~~
- ~~V. MAX.gov~~
 - ~~a. Very limited use of MAX. Mostly going to direct people to the Summit section of our website.~~
- VI. Twitter (#EthicsSummit) (Virtual Team)
 - a. Scheduled Tweets
 - b. Extemporaneous Tweets **Notes:**
 - i. Some Quotations
 - ii. Including speakers Twitter Handles
 - iii. Pictures
 - iv. can get summary of key highlights from presentations from OGE presenters in advance (even draft tweets related to their presentation to tweet live)
 - v. Incorporate quotes and key takeaways from various presenters live
 - vi. Note those in attendance and tweet at them

vii. Thank you Tweets

- VII. Press Release
 - a. Send press release one week prior to event.
 - b. Post-event

- VIII. Opening Remarks
 - a. Provide ideas/thoughts/potential talking points

- IX. Photos
 - a. Incorporate pictures from the event into Tweets
 - b. Future use in documents

- ~~X. Brochure~~
 - ~~a. Send with registration~~

- XI. Listserv
 - ~~a. Registration for Beginner Track at Symposium~~
 - b. Reminder that they can watch virtually

- XII. Talking Points
 - ~~a. FAQs for Potential attendees~~
 - ~~b. FAQs Desk Officers~~
 - ~~c. DAEO Meeting (January) Talking Points~~