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)

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 whose 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