**Air Show Task Timeline** Ver 14

(Current as of Nov 6, 2023)

**Using this timeline**

This guide is divided into 3 sections:

The **Preface** covers how to use this timeline along with highlighting critical FAA and Department of Defense form submission dates. There is also a note on non-standard operations and the required / suggested emergency response exercises to plan for.

**Section One** is your starting point and outlines the actions and decisions to be made upon deciding to have an air show. These are presented in three parts IN THE ORDER THEY NEED TO BE ACCOMPLISHED: Immediate Actions all need to be completed first, then Secondary Actions, then Follow-On Actions. Whether you start your planning 2 years out or 12 months out, the items in Section One should all be completed before moving on to Section Two.

**Section Two** starts the task timeline from the 12-month point and counts down your to-do list in time block sections (12-6 months out, 6 months, 5 months 4 months, etc). Each time frame is formatted by Area of Responsibility.

**Critical NO-LATER-THAN Submission Dates**

DD Form 2535 “Request for Military Aerial Support”

* **1 July – TWO calendar years prior** to your air show (jet team only)
* **1 July – ONE calendar year prior for single ship demos**

FAA Form 7711-2 “Application for Certification of Waiver or Authority”

* **90 days prior** to your air show (120 desired)

Temporary Flight Restriction (TFR):

* **NLT 30 days prior** but not before 45 days prior

**NOTE:** **Aviation Events/Air Shows are *non-standard operations*!**

In almost all cases, the way your venue conducts its standard airport operations does not apply during an air show; thus air shows are *non-standard operations*.

* Air Show flight operations require waivers and approvals from the FAA that modify or waive certain standard flight rules. Waivers and Approvals routine for air shows but not applicable to normal operations may be found in your FAA Form 7711-1.
* The Air Show Director, Air Operations Director and Staff need to work closely with contracted professionals (subject matter experts, air boss, sound, pyro, announcer) who can provide you with the items that may be waived (91.105), those that your site should waive, timelines and due dates. Your subject matter expert should be on your team [read is needed] one year in advance. These professionals do this for a living and can provide needed guidance/expertise in the months prior to your air show, ensuring a successful event.
* The key to making non-standard operations effortless is to communicate all the non-standard requirements, procedures or operational necessities to all involved agencies early in the program.

**Emergency Response Exercises**

There are two exercises and one coordination briefing that need to be accomplished:

**Mass Casualty exercise**

* Usually 60 days out
* Coordinated with local law enforcement, fire, Emergency management, CFR, EMT, etc

**Rules of Engagement (ROE) stand-up briefing** (see Note 1, 7 Day checklist)

* Run by the air boss
* Thursday of air show week (before flying starts)

**No-Notice Emergency Response exercise (MANDATORY)**

* Run by the air boss
* Conducted on Friday (practice day)
* Ensure response times can be met

**Air Show Staff KEY by Area of Responsibility:**

**Executive**

Bd – Board of Directors

 Dir – Air Show Director

 ADir – Assistant Air Show Director

Tm - Air Show Team / Staff / Committee

**Flying Operations**

AO - Air Operations Director

 AFM - Airfield Manager

 AB - Air Boss

 JTC - Jet Team Coordinator

 SS - Military Single-Ship Demo POC

 CivP - POC for Civilian Performers

 MilP – POC for Military Performers

**Ground Operations**

GO -Ground Operations Director

 POL - POC for fuel, gas, oil, smoke

 Pyro - Pyrotechnics shooter-in-charge

 STEM – STEM Coordinator

**Support**

Fin - Finance / Contracting

 LGL - Legal

 Maps – POC for all map requirements

 Spt - Support Operations

 Vol - Volunteer Coordinator

 Pveh – Performer Vehicles

 Sveh – Staff Vehicles

**Public**

GS - Guest Services

 Spon – Sponsorship

 Mkt - Marketing

 PA - Public Affairs

 CL - Community Liaison

 Trans – Public Transportation

**Emergency / Law Enforcement**

CFR - Crash/Fire/Rescue/AARF

EM - Emergency Management

 Sec - Security / Law Enforcement

 Med - Medical

**SECTION ONE**

**Immediate Actions:**

When the decision is made to hold an Air Show, some things should happen immediately

* **Determine a date** based on local climate, community events and availability of demo team(s). Consider events being held in the local community, historical significance, and availability of guests. Consider backup dates for demonstration team availability. Determine whether the event is one day or multiple days. (Bd, Dir, CL)
* **Determine if the site has the capacity for the expected crowd** (Bd Dir)
* **Fill out and submit DD Form 2535** to airport manager and Flight Standards District Office (FSDO) for approval and submission to Service /PA office or check on status if previously submitted (The services PA office requires the DD Form 2535 by 1 July, **two** calendar years prior to the year of the event for consideration in scheduling of the T-Birds, Blues, Snowbirds). Include appropriate map. Include event site certifier (i.e., airport manager; site manager, etc), and name of sponsoring organization (Bd, Dir)
* **Identify any potential site / local construction projects** that may complicate / limit your ability to host an air show (i.e., local road construction, airport improvements) (Bd)
* **Identify and task an Air Show Director** (if you haven’t already) (Bd)
* **Gather all data.** Find any and all after-action reports and notes from the previous air shows; locate the Continuity Book / Folder / Files; track down your predecessors and mine them for issues and solutions; identify people who had a key role in a previous show. Drill down to find past problem areas and solutions. Talk to those in airfield management and mine them for issues and solutions (Dir, Adir, AO, GO)
* **Buy-in:** the Air Show Director and board need not only to make city and county government officials, tourism bureau, Chambers of Commerce and civic organizations aware of event, but to ENSURE their buy-in and support moving forward. The importance of local and political buy-in is crucial and must be verified before deciding to move any further. (Bd, Dir, CL)
* **Airport management at civilian show sites needs to be brought onto the** team from day one. The airport director may delegate the responsibility to one of their staff, but this is vital to a successful event (Dir)
* **Develop a preliminary budget**. Preliminary budget should be established to at least help define the scope of the show. Tweaking is constantly done and usually around 18 months you will start to get a better sense of how that budget looks.(Fin)
	+ Ascertain ballpark amount of money that will be available and **fundraising needs**

**Secondary Actions**

* **Determine the show vision, purpose, philosophy and theme for your show** (Dir, Bd)
	+ Philosophy’ should include the hiring of industry professionals: air boss, sound, announcer, pyro as a minimum
	+ Discuss / consider local groups to be honored / considered / included or otherwise taken care of and planned for, including: local schools, veterans and veteran’s groups, affiliated military organizations / associations, etc
* **Build your team / committee**. Determine roles for your show committee / air show team. The primary consideration when choosing individuals for your team is that they will fully embrace this task. If possible, choose people who love air shows and who will be both excited and committed to doing what is necessary to put on a great show. (Dir, Adir)
	+ Develop and distribute your air show committee / team organizational chart
	+ Bring marketing, legal, sponsorship, law enforcement, medical, airport manager, tower/RAPCON, CFR, Safety, city/town representatives onto Air Show Team
* **Go to other air shows**. Coordinate shadowing opportunities with other shows. The important thing with shadowing is that **you do it.** The show does not necessarily have to be exactly of similar size and scope: you can learn a lot from shows both smaller and bigger than yours, both open houses and civilian shows. Bring all key team members if possible. (Dir)
* **Identify the ramps, hangars, parking lots, briefing rooms, etc, you will need** and get at least verbal commitment to use these properties. Can’t assume that the farmer won’t grow wheat or hay on your parking lots and can’t assume the big hangar that sits empty all year will be available for you. (Dir, CL, GO)
* **Develop Sponsorship Plan** and begin targeting title/presenting level (Spon)
* **Make plans to attend the ICAS Convention**. Air Show Dir and Asst Director should attend, along with Directors of Air and Ground Ops as a *minimum*. Sign up for Air Shows 101 and Air Shows 201 (Dir, Adir)
	+ Before attending ICAS: check in with your finance person and AS team to determine your ‘dream show’ (including civilian and military performers) and basic budget.
	+ At ICAS Convention: Meet and survey support service providers, consultants and performers. Begin to contract with critical support service providers / consultants:
		- Air Boss
		- Narrator
		- Sound
		- Pyro
		- Master Concessionaire
		- Parking
		- Ticketing
		- Marketing / social media
		- Sponsorships

**Note: Some civilian performers schedule up to two years out. Ensure due diligence when hiring any performer or contractor.**

* Upon return, back-brief air show team on ICAS Convention

**Follow-On Actions**

* **Begin detailed aerial and ground ops plan** (Dir, AO, GO)
	+ Identify / designate a team member to be your maps person – develop first draft of airfield layout (MAPS, Dir, GO)
	+ There is a SIGNIFICANT REQUIREMENT for maps of all types and will require a dedicated maps person. The requirement includes regulatory (i.e. FAA Fm 7711-2), functional (traffic flow, parking, static ramp, concessions, etc.) and convenience (public maps showing static aircraft, kids areas, lost and found, portable lavatories, etc.). Accurate and complete maps are essential to the safety of performers, ground personnel, first responders and guests.
* **Develop and send Request for Proposal (RFP) for hotel(s**). Timeline for sending is approximately 23 months prior if your show is in a large metropolitan market and 13 months in a smaller city. (GO) Include:
	+ Show dates
	+ Room block (how many total rooms will you need each night?) If your show has been held before, is there history showing how many rooms were actually used?
	+ Will you have any hospitality/food & beverage at the hotel?
	+ What other important items do you need?
		- Free parking
		- Shuttle service to and from airport
		- Name changes for reservations up to date of arrival
		- Will hotel extend a no attrition clause
* **Refine Sponsorship Plan** to include budget, Corporate Sales Plan, obtaining hard costs on equipment, setting corporate sales prices and contacting any previous display space holders for renewal (Spon, Fin)
	+ Target High Level Sponsors – push before formal announcements, ticket sales, etc
* **Assign POC for Single Ship Demo (SSD), Jump Team and Jet Team Coordinator** as soon as each is confirmed. (Dir)
	+ SS demo and Jet Team Coordinator Immediate actions
		- Contact team POC and exchange contact information
		- Obtain copy of support manual
		- Go through support manual and provide air show team with FIRST LOOK of requirements
		- Determine need for Mobile Aircraft Arresting Gear (MAAS/MAG) and begin procurement process if required (see Appx xx for additional MAG info)
* **Build waypoint schedule /timeline** from now to show + 30 days (Dir, Tm)
* **Determine need and numbers for tents, tables, chairs, portable lavatories/luxury restrooms, chalets,** etc (GS)
* If you are hosting a STEM area, **begin STEM planning**… two things first: 1) Define scope and focus of STEM program to be included in air show activities: what concepts would you like to cover: Science, Technology, Engineering, Mathematics, Aviation, Aerospace? Other?... And 2) Identify STEM Coordinator/Team Leader to spearhead the planning. See Appx XX (Dir, Adir, STEM, PA)
	+ Select dates and locations of events, create a list of potential partners and assets determine desired outcomes (how many students? From where? What age group? School field trip or family event?); develop a volunteer team to help with the process
	+ Identify what will you provide for attendees (lunch? Buses?);
	+ Determine what you will provide for STEM partners/assets (table/chairs? Pop-ups? Amount of space? Power? Etc.)
	+ Create budget for the event; Share concept and budget with leadership to gain approval to move forward in the planning process
* **Start Continuity Book**: update at least weekly. Include this checklist, meeting notes copies of all worksheets and required documents, and copies of all subordinate plans as a minimum (Dir, Adir, Tm).
* **Announce show to public, begin media campaign** (PA)
	+ Assign ONE individual to begin, maintain and populate social media site
* **Contact local FSDO** (FAA Flight Service District Office) manager and advise of air show dates and FAA Fm 7711-2 (Application for Certificate of Waiver or Authorization) delivery. (Dir)
	+ Ask manager to provide name and number(s) of inspector with whom you will coordinate any concerns or questions during the development of the 7711-2.
	+ Foster a by-name relationship with the FSDO. Recommend doing this prior to the ICAS convention prior to your show, even though they’ve signed your 2535 and know you’re considering a show.
	+ Keep them in the loop early and often and they will feel a part of your team, not alienated. Don’t let them find out you have a jet team or your date has changed by seeing it in the media.
* **Develop requirements** for size of show, ballpark costs and sources of required items, e.g. portable lavatories, tents, chairs, barriers, busses, vendors, water stations, refuse containers, stanchions, ropes, snow fence, etc. (Fin, Tm)
* **Develop contracted items list** for contracting rep (Fin)
* **Fin plan /** budget is developed and submitted for approval (Dir, Fin)
* Continue planning **shadowing opportunities** (Dir, Tm)
* **Guest Services** (GS):
	+ Consider contracting and meeting with parking expert to review your site and establish a plan
	+ Begin RFP for tents, tables, chairs, portable lavatories/luxury restrooms
* Bring marketing, legal, sponsorship, law enforcement, medical, airport manager, tower/RAPCON, CFR, Safety, city/town representatives onto Air Show Team

**Section Two: Task Timeline**

**12 – 6 Months**

***Executive*** (Board of Directors, Air Show Director, Asst Air Show Director, Air Show Team / Staff / Committee)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 12 | Begin monthly meetings | Dir |  |  |
| 12 | Ensure all entities involved with your show (staff, directors, board, etc) are 100% up to speed on the goals, objectives, timeline, milestones and due dates for the next 12 months | Dir |  |  |
| 12 | Finalize theme  | Bd, Tm |  |  |
| 12 | Begin deconfliction talks with any and all affected airlines or commercial airport operations | Dir |  |  |
| 9 | Determine sources and costs of air meet liability insurance, and event/festival liability insurance, and acquire appropriate policies.  | Bd, Dir |  |  |
| 9  | Determine insurance requirements for all participants, contractors and vendors and ensure these requirements are published and available. Make sure Contracting includes appropriate insurance requirements in all agreements and legal documents | Dir | Con, Lgl |  |
| 9 | HIRE AIR BOSS, NARRATOR, SHOOTER-IN-CHARGE AND SOUND. Establish contract as early as possible **but NLT the ICAS Convention PRIOR to your show, or 9 months out** | Dir | Fin | 9 |
| 7 | Attend ICAS Convention with essential staff (timing as required). Upon return from ICAS, back-brief staff/team on commitments made at the convention. Update game plan accordingly. | Dir | Tm | 8 |

***Flying Operations*** (Air Operations, Air Field Manager, Air Boss, Jet Team Coordinator, Mil Single-Ship Demo, Civ Performer, Mil Performer)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 12 | Ops sends requests for single ship demos to ACC & Global Strike; sends requests for Navy single ship demos to Navy; sends requests for other service demos to appropriate service | AO |  |  |
| 12 | FIRST LOOK: Jet team, Single Ship Demo, jump team requirements. SEE NOTE 8: This brief is especially important since these teams have very particular, hard-to-fill requirements that need advance planning! | AO, POCs | GO | 1 |
| 12 | Determine and deconflict airfield and local road construction impact. Check with airport / city / county / chamber of commerce to ensure you are aware of any construction or events that will impact your event. | ADir, AFM,  | CL, GO,  | 5 |
| 12 | ARRESTING GEAR: Check status of confirmed jet teams, SS demos; determine if arresting gear will be required for demo teams. If so, determine if base will need to have a Mobile Aircraft Arresting Gear (MAAS) installed; BEGIN NEGOTIATIONS TO PROCURE IMMEDIATELY and budget accordingly! Arresting gear -if needed – should be acquired and plans for transportation and installation begun. | Dir, AO, AFM, Fin | Fin, GO, JTC | 6 |
| 12 | Contract hotel or hotels for your guests; secure either a rental car agreement and/or courtesy vehicles | Spt, Pveh | GS |  |
| 10 | Coordinate with airfield authorities and have regular meetings to keep them abreast of developments and requirements.  | AO, AFM  |  GO |  |
| 8 | First draft of the aerobatic box and associated markings required should be completed and QC’d by your subject matter expert | AO, AFM | Maps |  |

***Ground Ops*** (Ground Operations, POL/Fuel, Pyro, STEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 12 | Contact STEM partners and request/secure assets that support the event – provide date/location of the event as well as what will be provided to them (amount of space, tables, chairs, etc.). | STEM |  |  |
| 10 | Determine requirements for smoke oil, engine oil, JP-8, and 100LL fuel. Locate sources / suppliers and how they will be delivered to the aircraft | POL, GO | AO, JTC |  |
| 9 | FIRST LOOK: RAMP LAYOUT – with exhibit and display locations, vendors, concessions, portable bathrooms, ground demonstration areas and statics. | GO | Maps |  |
| 9 | Reach out to regional educational organizations to share event plans and gauge interest in participating; regional educators and local schools need a long lead time to include a STEM event in their yearly education plan. Identify any concerns from educational organizations – address them in planning process: how many students will be invited to participate? Will the educational organization create a website? Email educators? Email parents? Determine deadline for final headcount of attendees | STEM |  |  |
| 8 | Begin facilities diagram showing staging sites of all emergency vehicles and locations of first aid stations/medical units, information center, lost & found, food/beverage/souvenir stands, lavatory facilities, display areas and crowd lines. Locate the VIP Chalets on the flight line but leave room for the public to enjoy clear viewing areas. Ensure a current airfield diagram is available. These maps are vital to the success of the Air Show, and must be constantly updated. First draft of the aerobatic box and associated markings required should be completed and QC’d by your subject matter expert. | GO | Maps |  |
| 8 | STEM Coordinator and team meet to discuss overall event – gather feedback from the group and assign tasks |  |  |  |
| 7 | Determine explosive ordnance/pyro demonstrations  | Pyro, GO | AO, AFM, CFR, Fin  |  |

***Support*** (Finance/Contracting, Legal, Maps, Support, Performer Vehicles, Staff Vehicles, Volunteers)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 12 | Identify critical funding required to meet show objectives; ensure funding remains available into new FY | Dir, Fin |  |  |
| 12 | Contract hotel or hotels for your guests; secure either a rental car agreement and/or courtesy vehicles | Spt, Pveh | GS |  |
| 10 | Contract will local cellular carrier to provide additional portable cell towers to accommodate additional usage from the crowd, ATMs and vendors | Spt |  |  |
| 7 | Identify and begin to issue contracts for all consumables needed for the show | Fin | Tm |  |
| 7 | Update the following maps: air show display area, static Ramp, aerobatic box, jump landing zone (see Jump Team POC), reference point vehicle locations (see Jet Team Coordinator), show center (with coordinates) and base layout. | Maps | GO, JTC, AO |  |

***Public*** (Guest Services, Sponsorship, Marketing, Public Affairs, Community Liaison, Transportation)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 12 | Assign ONE individual to begin, maintain and populate social media site | PA |  |  |
| 12 | Show announced to public (may have been done previously); media campaign begun; also finalize marketing plan, include large sponsors in announcement. Finalize theme and air show graphic |  PA, Mkt, Spon |  | 2 |
| 12 | Visit with community organizations and share the Air Show plan | CL | Dir, Tm | 3 |
| 12 | Prepare to launch online ticket sales and begin promotion; this also means parking plan should be in place to sell reserved/VIP parking at launch | GS, Mkt |  |  |
| 11 | Identify all VIP requirements and concerns | GS, PA | Dir |  |
| 10 | Determine dates for insider launch promotional ticket sales with follow-on public launch | GS |  |  |
| 10 | Determine what events the team wants to plan in conjunction with the air show. (e.g., rehearsal event for area special needs individuals, aircrew welcome party, concerts, VIP reception, VIP tent on flight line, survivor party, etc.). Sort out responsibilities for each event. | PA, Tm, CL |  |  |
| 10 | Determine single or multiple caterers and RFPs; begin identifying key volunteers to run high-end seating areas | GS | Vol |  |
| 8 | Finalize menus for all chalets and any reserved seating where you will be offering food; coordinate with marketing push | GS, Mkt |  |  |
| 7 | - Complete Promotional Budget- Develop digital media buy/plan- Develop Content Calendar to include social media, e-newsletters, press releases, etc.- Develop Souvenir Program if applicable | Mkt | Fin |  |
| 7 | Solicit vendor booths/corporate chalets; market reserved seating | GS, Mkt, Spon | Fin |  |

***Emergency / Law Enforcement*** (Crash Fire Rescue, Emergency Management, Security/Law Enforcement, Medical)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 12 | Begin planning for traffic flow, parking, emergency response, etc. Begin to establish critical relationships with all local agencies and airport authorities  | Sec, CFR, ER |  | 4 |

**Notes:**

1. Each POC / Coordinator should brief the team on the particular and numerous requirements of the jet team, SS demo or jump team. Pay close attention to hard-to-fill or hard-to-procure requirements and plan accordingly. Examples include finding airlift / platform for the jump team, airlift to bring in the marking ‘diaper’ for the jet team and arresting gear requirements and availability.

2. **Marketing initial planning and tasks**:

* Develop Promotional Plan
* Develop Theme/Graphic
* Design Marketing Materials – marketing brochure, flyers, etc.
* Gather Information on Performers
* Develop/Update Website
* Add Air Show “calendar of events” on tourism websites, etc.
* Review Jet Team Support Manual for Public Relations, Recruiting, Community Outreach, etc

3. Make sure they know about the air show, tell them your theme, let them know you are excited for them to be part of your event

4. Local agencies should include local law enforcement, state police, emergency management, civil airport authorities, local cellular providers, harbormaster / USCG (shoreside shows)

5. **THIS IS A POTENTIAL SHOW-STOPPER**! Check with airport / city / county / state / chamber of commerce to ensure you are aware of any road / highway construction or local competing events that will impact your show.

6. **ARRESTING GEAR** are required for the USAFADS and the USNADS as well as some single ship demonstrations. Arresting gear are a very high and very competitive, in-demand item that may add significant costs to the budget. If you do not have an adequate barrier within 60NM, it is imperative the base begin arranging for a military Red Horse team one year out.

7. **Maps and Facilities Diagram**: Locate the VIP Chalets on the flight line but leave room for the public to enjoy clear viewing areas. Ensure a current airfield diagram is available. These maps are vital to the success of the Air Show, and must be constantly updated. First draft of the aerobatic box and associated markings required should be completed and QC’d by your subject matter expert.

8. Ensure all team members attending the **ICAS Convention** understand the goals, objectives and tasks, and are aware of the ROE for the convention. Review convention schedule and assign areas of responsibility and attendance at various educational sessions. Ensure Director, Air Ops, Ground Ops, are enrolled in Air Show 101. Survey Support Service Providers, performers, specialties. Determine if master concessionaire is required; make selections and sign contracts if Contracting Officer is with you; visit military booths for Global Strike, ACC and Heritage Flight **ensure you are on their lists**; visit booths and ask questions. Exchange business cards, shake hands and establish relationships

9. **It is never too early to get the requirements you know out for bid**. The professionals that you hire can help you with meeting requirements (e.g., Air Boss can help with FAA documentation)

**6 Months**

***Executive*** (Board of Directors, Air Show Director, Asst Air Show Director, Air Show Team / Staff / Committee)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 6 | Begin planning mass casualty exercise if required | Dir | Med, LE, CFR |  |

***Flying Operations*** (Air Operations, Air Field Manager, Air Boss, Jet Team Coordinator, Mil Single-Ship Demo, Civ Performer, Mil Performer)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 6 | Continue to handle current and future jet team / single ship demo / jump team checklist items as per their manuals. It is imperative to stay ahead of all requirements, and especially the need for arresting gear (if required) | JTC | AO |  |
| 6 | Review airline and airport commercial operations deconfliction progress; confirm any agreements and schedule adjustments in wiring with all parties | AO, AFM | Dir |  |

***Ground Ops*** (Ground Operations, POL/Fuel, Pyro, STEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 6 | FIRST LOOK: PYRO PLAN – Confirm Shooter-in-Charge (SIC), explosives storage (bunker availability?), ordering of necessary material | Pyro, GO  | AFM, CFR, Dir | 1 |
| 6 | FIRST LOOK: STEM Overview brief to AS Team and Staff | STEM |  |  |
| 6 | Follow-up with STEM partners providing assets **–** confirm availability/attendance**;** Identify POC for each STEM partner who will be onsite at the event | STEM |  |  |

***Support*** (Finance/Contracting, Legal, Maps, Support, Performer Vehicles, Staff Vehicles, Volunteers)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 6 | Staff transportation requirements identified (golf cart, mule, etc.) and plan developed for lease, delivery and distribution. Refine requirements as show dates near. | Sveh, Tm | Fin |  |
| 6 | Determine funding sources to meet all vehicle requirements, rentals, etc. | Fin |  |  |
| 6 | Traffic / Parking plan finalized in coordination with local agencies | Spt | CL, LE, GO |  |

***Public*** (Guest Services, Sponsorship, Marketing, Public Affairs, Community Liaison, Transportation)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 6 | If using buses for shuttles or other transportation needs, get cost quotations early from charter bus companies, school districts or other sources. | Trans | Fin, GO |  |
| 6 | Coordinate any military recruiting involvement and make sure an area is set aside for booths at the event, both inside and outside. |  PA, CL  | JTC |  |
| 6 | Begin application processes to acquire any state / local alcohol and food licenses required by law | CL | LGL |  |
| 6 | Insider launch of ticket sales (per plan) | GS |  |  |

***Emergency / Law Enforcement*** (Crash Fire Rescue, Emergency Management, Security/Law Enforcement, Medical)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 6 | Establish procedures for responding to protestors, vandals, and others who may need to be apprehended. Coordinate with the local law enforcement antiterrorism office to ensure all force protection requirements are met throughout event planning and execution.  | Dir, LE,  | Lgl, Go |  |
| 6 | FIRST LOOK: EMERGENCY RESPONSE PLAN (ERP) – Plan entrance and exits for emergency vehicles and emergency aircraft and alternate entrances and exits for emergency vehicles in the event primary routes are blocked. Plan spectators exit in case of an emergency (MUST BE INDICATED ON 7711-2 MAP), medical staging and routes, security staging and routes, tower coordination, air boss / sound / announcer roles, tower / approach / ATC responsibilities. ERP must be acknowledged (read “Signed off on”) by the leadership of all agencies involved. **Completed plan must be submitted with 7711-2!** | EM, CFR, LE, MED | Dir, AFM, GO, AO, AB |  |
| 6 | Medical POC develops medical plan | MED |  |  |
| 6 | Law enforcement develop security plan | LE |  |  |

**Notes:**

1. **Pyro Pro Tips:** Lead times required to secure pyro materials can extend to six months plus. Air Show team, law enforcement / security and airfield manager and tower folks need to know that Pyro works very early (sun up) during the display set up and need access. The storage bunker will need to be accessible when the Pyro folks need their materials. EOD needs to be brought into the equation early – nine months out. Did you plan to pre-burn the pyro area preceding the open house?

**5 Months**

 ***Executive*** (Board of Directors, Air Show Director, Asst Air Show Director, Air Show Team / Staff / Committee)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 5 | Gather data for, and draft the 7711-2 | Dir | AO |  |
| 5 | FIRST LOOK: MASTER ACTIVITIES SCHEDULE – initial draft | Adir, Dir |  |  |
| 5 | Determine inclusive inclement weather plan | Dir | Tm |  |

***Flying Operations*** (Air Operations, Air Field Manager, Air Boss, Jet Team Coordinator, Mil Single-Ship Demo, Civ Performer, Mil Performer)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 5 | Identify aerobatic “clear zone” | AO | CL | 2 |
| 5 | Confirm and/or order/produce artificial show line (if required) | AO, AFM | Fin |  |

***Ground Ops*** (Ground Operations, POL/Fuel, Pyro, STEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 5 | Develop all military ground support equipment (GSE) needs list, locate same; arrange transport | GO | JTC, MilP, CivP, SS |  |
| 5 | Send letters of request for static displays. | GO |  |  |
| 5 | FIRST LOOK: CONCESSIONS PLAN. FYI: Ground Ops must ensure ALL vendors, concessions, sponsor displays and exhibits take steps to minimize FOD. – ensure NO airborne toys, drones or helium balloons. Plan for appropriate state and local health department requirements | GO | Fin, Lgl |  |
| 5 | FIRST LOOK: WASTE MANAGEMENT – Arrange for rental of portable lavatories. Rental contracts include provisions to pump and re-supply with chemicals and toilet paper for each day of use. Plan to include trash management and daily removal, FOD control | GO | Fin |  |

***Support*** (Finance/Contracting, Legal, Maps, Support, Performer Vehicles, Staff Vehicles, Volunteers)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 5 | All required maps are edited and prepared (update weekly) | Maps |  |  |
| 5 | FIRST LOOK: SIGNAGE – Develop initial signage requirements | Spt | Tm |  |
| 5 | Secure required music licenses | Fin |  |  |
| 5 | Budget update (every board meeting) | Fin | Dir, Bd | 1 |

***Public*** (Guest Services, Sponsorship, Marketing, Public Affairs, Community Liaison, Transportation)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 5 | Order special amenities for reserved seating areas | GS | Fin, GO | 3 |
| 5 | Finalize party locations/contracts if needed, sponsor/trade, etc |  GS, CL | Adir |  |
| 5 | Contact media to begin building larger promos/media buysDevelop Social Media Videos | Mkt |  |  |
| 5 | Develop Trade Sponsorships – ice, etc.Develop cross promotions with sponsors | Spon, CL | Fin |  |

***Emergency / Law Enforcement*** (Crash Fire Rescue, Emergency Management, Security/Law Enforcement, Medical)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 5 | FIRST LOOK: SECURITY PLAN | LE | GO |  |
| 5 | FIRST LOOK: TRAFFIC CONTROL AND PARKING PLAN | LE | GO, AFM |  |

**Notes:**

1. Only at board meetings should financials be discussed. Financials getting out can have a negative impact on developing sponsorships and is fodder for the media to take a financial approach to the show rather than focusing on the positive community impacts.

2. Arrange to secure homes or businesses that may be in the box.

3. Special amenities include patio furniture, outdoor rugs, planters, centerpieces, large scale games, red carpet, stanchions, etc. Consider purchasing vs renting

**4 Months**

 ***Executive*** (Board of Directors, Air Show Director, Asst Air Show Director, Air Show Team / Staff / Committee)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 4 | Begin bi-weekly meetings | Dir | Tm |  |
| 4 | Review 90-day checklist to ensure adequate time and preparation for all items | Dir | Tm |  |
| 4 | Finish preparation of Application for Certificate of Waiver and/or Application for Certificate of Authorization FAA Fm 7711-2; once complete and QC’d, submit to FSDO. Early is good. | Dir | AO | 1 |

***Flying Operations*** (Air Operations, Air Field Manager, Air Boss, Jet Team Coordinator, Mil Single-Ship Demo, Civ Performer, Mil Performer)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 4 | Determine start and end times for the event. In general, plan for a late morning start and a mid-to-late afternoon finish. Include rehearsal day in your scheduling. Rehearsal day schedule should mimic show days to the greatest extent possible. Have air boss complete flight sequence first draft  | AO, AB | Dir | 2 |
| 4 | Determine the feasibility of fly-in aircraft: parking and servicing capabilities and arrival / departure requirements | Dir, AO | TWR, GO |  |
| 4 | Ensure Tower/RAPCON has air boss frequencies request.  | AO |  |  |
| 4 | Determine show center on CAT 1 and crowd lines. Place on maps | AO | Maps |  |
| 4 | All performers finalized; early-season show adjust as necessary | AO | Fin |  |
| 4 | FIRST LOOK: AIR SHOW FLYING SCHEDULE (coordinated with air boss) (between 120 and 90 days out). Due with 7711-2 | AO, AB |  |  |
| 4 | Determine and deconflict airfield and local road construction impact. Check with airport / city / county / chamber of commerce to ensure you are aware of any construction or events that will impact your event. | AFM | CL, PA, Adir |  |
| 4 | Air boss: develop MOU between air boss and tower / RAPCON (Due as an attachment with the 7711-2) | AB, TWR, AO |  | 4,5 |

***Ground Ops*** (Ground Operations, POL/Fuel, Pyro, STEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 4 | PYRO PLAN – Confirm Shooter-in-Charge (SIC), explosives storage (bunker availability?), field location of pyro, explosive distance criteria, misfire procedures, fire response on stand-by, pre-burn of pyro area | Pyro, GO | AFM, CFR, Dir |  |
| 4 | FIRST LOOK: POL PLAN to include fuel availability for civilian aircraft/performers (100LL), civilian engine oil, Jet-A/JP-8 delivery and storage | POL, GO | Spt |  |
| 4 | Military aircraft, tanks, and other weapons displays often haveunusual weight requirements. Coordinate with airfield management to use appropriate ramps and access roads; obtain weight/load-bearing waivers if necessary | GO | AFM |  |
| 4 | FIRST LOOK: SOUND –Coordinate with contracted sound professional to ensure all requirements are met for the event. Coordinate power requirements. Make sure the sound system covers all spectator areas including distinguished visitor areas. | GO |  |  |
| 4 | Portable lavatory locations planned and annotated on maps | GO | Maps |  |

***Support*** (Finance/Contracting, Legal, Maps, Support, Performer Vehicles, Staff Vehicles, Volunteers)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 4 | Update hotel / housing plan  | Spt |  |  |
| 4 | Finish signing contracts with support services, suppliers, rentals, etc | Fin |  |  |
| 4 | Review manpower/volunteer status  | Spt |  |  |
| 4 | FIRST LOOK: COMM PLAN – to include frequency allocation | Spt |  | 4 |
| 4 | Ensure ice / water / food provided (as required by contract) | Fin, Spt |  |  |

***Public*** (Guest Services, Sponsorship, Marketing, Public Affairs, Community Liaison, Transportation)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 4 | Notify TV talk/news shows of Air Show dates and pilots’ availability for segments | Mkt, PA | CivP, MilP, SS, JTC |  |
| 4 | Begin developing promotions involving sponsors | Spon, PA, CL  |  |  |
| 4 | Plan air show parties | GS | Adir |  |
| 4 | Contact Media/Hometown Hero/Key Influencer for Jet Team Ride; Draft Press Releases | Mkt  | TBS |  |
| 4 | Inventory/Order Signs and Banners | Spon | Sec |  |
| 4 | Develop welcome packets | GS | CivP, MilP, Spt | 6 |

***Emergency / Law Enforcement*** (Crash Fire Rescue, Emergency Management, Security/Law Enforcement, Medical)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 4 | Ensure Emergency Response Plan information, routes and medical / emergency vehicle staging areas are annotated on all appropriate maps.  | EM | Maps, Go |  |

**Notes:**

1. **Preparation of ancillary data for submission with 7711-2**:

* + Incident Response Plan and Emergency Response Plan
	+ Three different maps – display area, air show box, ramp/base layout
	+ List of responsible parties [dept heads] w/phone & email
	+ List of performers with certificate number and physical type and date, and aircraft type flown w/category and N # (as you know it)
	+ 7711-2 QC’d by subject matter expert and signed off
	+ Even though it’s not due until 90 days prior (120 preferred), submitting it ***early is better***. It gets off your plate and you keep your FSDO happy

**2. Pro Tip – For planning purposes: a 3 to 4-hour show is ideal;** variety is necessary (loud, quiet, fast slow); Ensure rehearsal day and team (T-Birds, Blues, Snow Birds) arrival day is covered in the authorized and waivered airspace.

3. **THIS IS A POTENTIAL SHOW-STOPPER!** Check with airport / city / county / state / chamber of commerce to ensure you are aware of any road / highway construction or local competing events that will impact your show.

4. **Include all VHF / UHF freqs** for military performers, civilian performers, ATC coordination, ramp marshallers. Include all handheld portable radio requirements

5. **MOU should include** discrete freqs to be used, comm failure procedures, transfer of waivered airspace and restricted airspace

6. **Welcome packets** should include maps, instructional letters, credentials, tickets, wristbands, etc. Welcome packets and contents will vary for VIPs/DVs, performers / statics, supports crews, and sponsors

**90 Days**

 ***Executive*** (Board of Directors, Air Show Director, Asst Air Show Director, Air Show Team / Staff / Committee)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 90 | completed 7711-2 is due at your FSDO with all attachments, maps, responsible party contact list, emergency response plan, incident response plan, performer info plus flying sequence (as you know it), Air Boss FAA LOA, ERP, IRP  | Dir | AO |  |
| 90 | Work the water problem. Drinking water is essential. If drinking water is not readily available on site, implement a solution for providing drinking water that is acceptable to the local health department to pipe or transport sufficient quantities of water to the open house site. If possible, arrange for stand-by sprinklers for spectator cool-down in the event of extremely hot weather. | Tm |  | 1 |
| 90 | Conduct Mass Casualty exercise. Should be conducted NLT 60 days out | Adir, Dir |  |  |
| 90 | Manpower plan completed | Adir | Vol |  |
| 90 | Brief overall show plan to Board of Directors | Dir |  |  |

***Flying Operations*** (Air Operations, Air Field Manager, Air Boss, Jet Team Coordinator, Mil Single-Ship Demo, Civ Performer, Mil Performer)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 90 | Confirm performers | AO | Fin |  |
| 90 | Annotate performer aircraft rehearsal/show (included in 7711-2); must be continually updated |  |  |  |
| 90 | Identify clear zones | AO |  |  |
| 90 | Determine concussion impact on NAVAIDS  | AFM | Pyro |  |
| 90 | Plan and annotate locally domiciled aircraft parking area | AO, AFM |  |  |
| 90 | If fly-ins are allowed post arrival and departure requirements on your website. If PPRs are required include appropriate phone # / email site | AO | TWR, GO |  |
| 90 | Review aircraft arresting systems pick-up / arrival / setup / operational times status if required | AFM | Adir |  |
| 90 | Issue notices of activities and closures to all airport agencies and tenants.  | AFM | Dir |  |
| 90 | Work detailed plans for airline and airport commercial operations deconfliction | AO, AFM | Dir |  |

***Ground Ops*** (Ground Operations, POL/Fuel, Pyro, STEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 90 | FIRST LOOK: STATIC LAYOUT plan to include arrival and departure, wing tip clearance, etc). Park large aircraft early and first. Static Plan must include obtaining cell phone numbers of ALL STATIC CREWS upon arrival | GO |  |  |
| 90 | FOD Fence: determine requirement, confirm availability, order fence | GO | Fin |  |
| 90 | STEM invites go out to regional educators, youth groups, etc.; verify commitments to attend and approximate numbers; reach out to STEM partner POCs and confirm needs (space, table, chairs, power, etc.); finalize rental orders: tables, chairs, tents | STEM |  |  |
| 90 | Concessions completed | GO | Fin | 2 |
| 90 | Begin locating / securing fire extinguishers | GO |  |  |

***Support*** (Finance/Contracting, Legal, Maps, Support, Performer Vehicles, Staff Vehicles, Volunteers)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 90 | Secure ATM support (extra WIFI towers) | Fin, GO |  |  |
| 90 | Maps updated | Maps |  |  |
| 90 | Ensure all permits and licenses are in place including music licenses (See Appx XX) | Fin | Dir, Adir |  |
| 90 | Budget update | Fin | Tm |  |
| 90 | Confirm transportation requirements; (golf cart, mule, etc.) and plan for delivery and distribution | Pveh, Sveh, Fin | Tm |  |
| 90 | Review status of all required insurance policies to ensure compliance. Review insurance status of all contractors, vendors, participants  | Lgl | Con |  |

***Public*** (Guest Services, Sponsorship, Marketing, Public Affairs, Community Liaison, Transportation)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 90 | VIP / media flights: coordinate with performers early to ensure they are prepared for to accommodate any VIP /media flights and interviews. Provide performers with interview and ride schedule upon arrival | PA, CL | Adir | 3 |
| 90 | Last big push for sponsors; make sure fulfillment checklists updated |  Spon |  |  |
| 90 | Marketing / Public affairs should publicize all AS-related events. Develop list of community leaders/VIPs / special needs guests to be invited to specific events. Sen**d out invites NLT 60 days out!** | Mkt, PA, CL |  |  |
| 90 | Develop TV Spots and B-Roll, write radio copyContact Small Radios Stations for ticket give-a-waysContact Make-A-Wish for Jet Team Practice Show, etc. | Mkt, PA, CL |  |  |
| 90 | All sponsor contracts signed; Add sponsor logos to websiteContact Companies for Group/Consignment Tickets | Spon, CL | Fin |  |

***Emergency / Law Enforcement*** (Crash Fire Rescue, Emergency Management, Security/Law Enforcement, Medical)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 90 | FIRST LOOK: Medical plan w/staffing completed | Med |  |  |
| 90 | Traffic control plan completed | LE |  |  |
| 90 | Airport & aircraft Security plan completed | LE | AFM |  |
| 90 | Develop emergency communications plan | EM |  |  |

**Notes:**

1. Plan for adequate water to be available for general public, static personnel, performers, ramp staff, show center staff (Air Boss, Narrator, sound) and remote support staff (pyro, etc.). Water distribution and availability plan should include set-up and breakdown days!

2. Ground Ops: plan for electrical needs of concessions and displays

3. Due to crew day restrictions do not schedule interviews for performers prior to 0730.

**60 Days**

 ***Executive*** (Board of Directors, Air Show Director, Asst Air Show Director, Air Show Team / Staff / Committee)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 60 | Verify all consumables, rentals, specialty, support contracts are complete  | Dir, Tm | Fin, GO, Spt |  |
| 60 | Confirm housing, vehicle, traffic flow, arrival (A/C + pers) procedures | Dir, Tm |  |  |
| 60 | Assign POCs for statics, performers (check support support manual requirements), specialties. | Dir | GO, CivP, MilP |  |
| 60 | Develop intra-show radio (handheld) requirements list and arrange for rental | Dir, Tm | Fin |  |
| 60 | Update vehicle and rooming list | Adir |  |  |
| 60 | Update master activities schedule | Adir |  |  |
| 60 | Plan and conduct tabletop exercise | Adir |  |  |
| 60 | FIRST LOOK: RECEPTION CENTER – Planning will include welcome packets for all guests (see note 1 below), procedures for break-down and vehicle emergencies, parking and turn-in; emergency contact numbers, vehicle issue and briefings. Ensure manpower has volunteer and personnel requirements. Have water available. | Adir | Maps, Vol | 1 |

***Flying Operations*** (Air Operations, Air Field Manager, Air Boss, Jet Team Coordinator, Mil Single-Ship Demo, Civ Performer, Mil Performer)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 60 | Ops check in with the Inspector in Charge on 7711-1 waiver/authorization progress | AO |  |  |
| 60 | FIRST LOOK: HOT RAMP parking / taxi routs of performer aircraft | AFM, AO | GO |  |
| 60 | Air Boss demonstrate air meet (air show) insurance | AO, AB |  |  |
| 60 | Determine hangar space that will be available for performers | AO | GO |  |
| 60 | Confirm participating aircraft | AO |  |  |
| 60 | Deconflict scheduled transient aircraft | AO |  |  |
| 60 | Ensure performers bring all Federal Aviation Administration certifications | AO |  |  |
| 60 | Reserve room for air boss daily safety and sequence briefings close to flight line /show area. See Appendix XX for briefing invite list and criteria  | AO |  |  |
| 60 | Develop in-flight guide (Optional) | AO |  |  |
| 60 | Gather and prepare TFR request data – Send to Air Boss for QC | AO |  |  |

***Ground Ops*** (Ground Operations, POL/Fuel, Pyro, STEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 60 | Static A/C parking plan in place; determine tie down points / chock availability, grounding points, etc | GO | CivP, MilP |  |
| 60 | Verify POL needs are complete, coordinated and contracted for as required | POL |  |  |
| 60 | Ensure sufficient chocks, stanchions, tiedowns and rope are available for all aircraft (**order 2x as much as you think you need)** | GO | Spt |  |
| 60 | Ensure fly-in arrival and departure procedures are posted on website; include map parking info if able | GO | PA |  |
| 60 | Review procedures for accommodating disabled visitors | GO | CL |  |
| 60 | STEM update brief to Board of directors | STEM | Bd, Dir |  |
| 60 | STEM: Create address list by name of all partners, supporters and sponsors; Pre-write thank you letters to partners, sponsors, participants and supporters: leave the details blank (attendance, comments, testimonials, pictures) to add after event before sending; Coordinate photographer to be onsite to capture the flavor of the event | STEM |  |  |

***Support*** (Finance/Contracting, Legal, Maps, Support, Performer Vehicles, Staff Vehicles, Volunteers)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 60 | FIRST LOOK: HOTEL / BILLETING PLAN | Fin | Tm |  |
| 60 | Review final signage needs and order all signage  | Spt | Tm |  |
| 60 | Plan for emptying of trash barrels throughout the day and for daily trash removal from the site at the end of each day of use. Coordinate use of volunteers with waste management company if necessary | Spt |  |  |
| 60 | Budget update | Fin |  |  |
| 60 | Arrange for conveniently located trashcans for spectators use. Ample numbers will greatly lessen post-show clean up. Prompt and thorough cleaning of the site reduces FOD and will leave a good impression on the public Name a “trash master”. | Spt |  |  |
|  | Determine early whether auto rental dealers will shuttle vehicles to the open houses’ distribution point or whether a volunteer pick-up and return brigade is necessary. Organize accordingly, ensuring that volunteer drivers meet State licensing law and dealer’s driver age requirements; and that shuttle transportation is arranged. | Spt, Pveh, Sveh |  |  |

***Public*** (Guest Services, Sponsorship, Marketing, Public Affairs, Community Liaison, Transportation)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 60 | Sponsor requests/reminders for PA Announcements, banners | Spon, PA |  |  |
| 60 | Order materials for credentials (wrist bands, etc). Include wrist bands for children, individuals with disabilities or otherwise needing special attention |  PA | Fin |  |
| 60 | Send overview press release and start PR schedule | Mkt, PA |  |  |
| 60 | Implement cross promotions | Mkt |  |  |
| 60 | Discuss and plan Opening Ceremonies | Mkt, PA | Dir |  |
| 60 | Send spots to TV and radio stations | Mkt, PA |  |  |
| 60 | Jet Team Ride nomination and show info due | Mkt | TBS |  |
| 60 | Check status of all required local / state licenses | CL |  |  |

***Emergency / Law Enforcement*** (Crash Fire Rescue, Emergency Management, Security/Law Enforcement, Medical)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 60 | Ensure adequate security is provided all ground displays | Sec |  |  |
| 60 | Security planning to include roving patrol team to protect all aircraft and assets in the hot pit and static display areas during non-event hours | Sec |  | 2 |

**Notes:**

1. Have a one-stop Reception / check-in center (🡨 this is a big deal) where:

* They receive their **billeting / hotel** and maps to it.
* They receive their **vehicle**(s) with appropriate gate/parking pass AND return instructions.
* They can get their crew **credentials** with the proper access
* They get a **master schedule of events** (annotated on the map)
* They receive a **welcome packet**. The packet should contain at a minimum:
* A list of critical air show personnel and their phone numbers (hint: one side should be alphabetical by name the other should be alphabetical by position)
* A letter outlining local rules so they will stay out of trouble and any off-limits places
* Maps of the town – indicating which gate to use
* A list of good spots to eat in town (which should be highlighted on the map)
* Safety and Sequence Briefing time, location and parking – and recommended route from billeting/hotel
* Function sites (burger burn hangar, performer reception, etc.)
* Performer parking for the show – and recommended route from briefing
* Performer tent location what is there and when are they needed there.
* Performer autograph tent location and when they should be there
* Will you have guest welcome bag of goodies, etc.?

**Pro Tip – During check in, have a performer / static / concessionaire / service provider master contact list and VERIFY ALL CELL PHONE NUMBERS before handing them their welcome packet!**

2. Some military aircraft have specific security requirements, or may require security 24/7. If you have these types of assets you need to plan for sufficient staffing to comply with the requirements.

**45 Days**

 ***Executive*** (Board of Directors, Air Show Director, Asst Air Show Director, Air Show Team / Staff / Committee)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 45 | Confirm receipt of hold harmless agreements | ADir | AO |  |

***Flying Operations*** (Air Operations, Air Field Manager, Air Boss, Jet Team Coordinator, Mil Single-Ship Demo, Civ Performer, Mil Performer)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 45 | Submit QC’d TFR request to the appropriate FAA Service Area | AO |  |  |
| 45 | Ensure you have accounted for all aircrew requirements (billeting/trans | AO, Ops POCs |  |  |
| 45 | Determine and locate additional aircraft support required (fire bottles/AGE/airstairs) | AO | GO |  |
| 45 | Provide Airfield Management with aircraft parking/flight plans | AO | GO |  |
| 45 | Verify specific requirements for each aircraft: towbars, hangars, oil, fuel, smoke oil, tie-downs, chocks, etc. (You can never have too many chocks) | AO, MilP, CivP, TBS, SS | GO, POL |  |
| 45 | Set up Customs for foreign participants if applicable | AFM |  |  |
| 45 | Plan no-notice response drill (required) for rehearsal day  | AB |  |  |

***Ground Ops*** (Ground Operations, POL/Fuel, Pyro, STEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 45 | Ramp layout complete | GO |  |  |

***Support*** (Finance/Contracting, Legal, Maps, Support, Performer Vehicles, Staff Vehicles, Volunteers)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 45 | Reception package: Procure local area / airport maps required for performers, display / concession personnel, VIPS, etc. maps should be available in room, rental cars, welcome packets / folders | Maps | Adir |  |

***Public*** (Guest Services, Sponsorship, Marketing, Public Affairs, Community Liaison, Transportation)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 45 | Submit rooming list to hotel – include first name/last name, check-in date, check-out date, billing, room type needed (Single or Double/Double)  | CL | Spt, TBS, Adir, SS | 1 |

***Emergency / Law Enforcement*** (Crash Fire Rescue, Emergency Management, Security/Law Enforcement, Medical)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 45 | Determine security requirements (consider additional manpower) | SEC |  |  |
| 45 | Finalize emergency communications plan and distribute | EM, CFR, SEC |  |  |

**Notes:**

1. Assign a single point of contact for all hotel coordination

**30 – 7 Days**

 ***Executive*** (Board of Directors, Air Show Director, Asst Air Show Director, Air Show Team / Staff / Committee)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 30 | When you receive the 7711-1 waiver, READ IT and ensure you can comply | Dir | AO, AFM, Spt |  |
| 30 | Ensure you have all required insurance certificates and binders from all parties in hand | Dir, Tm | Lgl |  |
| 30 | Develop arrival package contents and begin assembly | Adir |  |  |
| 21 | Ensure all comm assets available; develop “brick” (portable radio) requirements and frequency/distribution list | Tm | Spt |  |
| 21 | Plan for personnel to meet and direct early-arriving volunteers, concessionaires, static display crews and exhibitors; and provide each arrival with a diagram that shows the location of their assigned site or reporting station. | Tm |  Vol |  |
| 21 | If required, assign personnel for VIP/DV liaisons | Dir |  |  |
| 14 | Verify cell tower delivery plan | Dir |  |  |
| 10 | Update master activities schedule | Adir |  |  |
| 10 | Assign reception / check in team and location | Adir |  |  |

***Flying Operations*** (Air Operations, Air Field Manager, Air Boss, Jet Team Coordinator, Mil Single-Ship Demo, Civ Performer, Mil Performer)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 30 | Ensure notices of activities and closures were issued to all airport agencies and tenants | AFM | Dir |  |
| 30 | Review OPS MOU with ATC to make sure all changes are reflected and coordinated with ATC | AO, AB, Twr |  |  |
| 30 | Review and address any airfield management concerns | AFM | Dir |  |
| 30 | Develop performer / participants procedures package; print and have available at Reception. Email local talking points about the show to performers prior to their arrival so they’re prepared when they show up.  | AO, JTC, SS, CivP, MilP |  |  |
| 30 | Confirm/review approved airspace waiver | AO |  |  |
| 30 | Review aircraft arresting systems pick-up / arrival / setup / operational times / break-down and return | AFM, AO | GO |  |
| 30 | Confirm jump authorizations | AO |  |  |
| 30 | Coordinate sweeper/forklift support during and after OH | AFM | GO, Spt |  |
| 30 | Confirm participating aircraft | AO |  |  |
| 30 | Determine Air Boss briefing location/time (See Appendix 1 for details and attendee list). Ensure location, times and base map with briefing location is in all performer welcome packets, as well as Pyro, Announcer, FAA and other required attendees. | AO, AB |  | 3 |
| 30 | Provide airfield management with parking / flight plans | AO | GO |  |
| 30 | Waiver and TFR should be received. READ IT and ensure you can comply | AO | Dir |  |
| 30 | Jet Team 30 Days out due: Make-A-Wish, interviews, school visits, social functions, lithos, etc. | JTC, SS | PA, CL |  |
| 21 | Review / refine in-flight guide before publishing (have air boss sign-off) | AO |  |  |
| 15 | Annotate ramp closure for set-up/tear-down, distribute to airfield tenants. Ensure tenant ticket pick hours are well posted (recommend 2 tickets per engine). | AFM, AO | Dir, GO, Spt |  |

***Ground Ops*** (Ground Operations, POL/Fuel, Pyro, STEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 30 | Confirm availability of show line / corner marker vehicles | GO |  |  |
| 30 | Provide an announcing platform (if required) that allows good visibility for the Air Boss, open house announcer and assistants. Platform should be co-located with the sound system provider. | GO |  | 1 |
| 30 | Final STEM headcount due from educational organizations; Finalize catering (if providing); Reach out to STEM partner POCs with timeline/ details of set-up/event/tear-down | STEM |  |  |
| 21 | Ensure barricades, snow fencing, ropes, stanchions and other crowd-control devices that were purchased, leased or borrowed have been delivered and have arrived on-site | GO |  |  |
| 15 | Publish routes, schedules and locations of public transportation stops for distribution to volunteers, drivers and passengers. Determine number of personnel / volunteers needed and work with Manpower to staff the requirement | GO | Spt, Vol |  |
| 14 | Send STEM partners and attendees info regarding arrival and event details (where to go, when to arrive, timeline of event, what they can expect to see/interact with, credentialing, etc.) | STEM |  |  |
| 14 | Verify all signage is on hand | GO | Spt |  |
| 14 | Verify POL delivery plan – ensure smoke oil is mobile and deliverable w/appropriate pump | POL |  |  |
| 10 | Review and update fly-in plan as necessary and post | GO | PA |  |

***Support*** (Finance/Contracting, Legal, Maps, Support, Performer Vehicles, Staff Vehicles, Volunteers)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 30 | Prepare vehicle allocation schedule. | Sveh | Adir |  |
| 30 | Arrange food service for volunteers, performers, specialists, briefing, etc. | Spt |  |  |
| 30 | Confirm all air show transportation is available | Spt, PVeh, Sveh, Fin | Trans |  |
| 30 | Design and produce credentials | Spt | Tm |  |
| 14 | Final arrangements for emptying of trash barrels throughout the day and for trash removal from the site at the end of each day of use. | Spt |  |  |
| 14 | Banking/ATM locations finalized and coordinated | Spt, Fin | Dir |  |
| 14 | Send out confirmation numbers to everyone on your hotel rooming list, include in welcome packet as well | Spt, Hotel POC |  |  |
| 10 | Final Volunteers meeting  |  |  |  |

***Public*** (Guest Services, Sponsorship, Marketing, Public Affairs, Community Liaison, Transportation)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 30 | Prepare notes for announcer | PA | Dir | 2 |
| 30 | Collect PA copy from sponsors, etc. | Spon, PA |  |  |
| 30 | Complete facility arrangements for remotes | Mkt, PA |  |  |
| 30 | Prepare press kits for media rides/interviews | PA  | TBS, SS |  |
| 30 | Process Media Credentials and plan Media Center | PA |  |  |
| 30 | Send credentials with letters and map to **PAID** sponsors, displays, chalets, etc. Begin assembling narration copy to include sponsor PA’s | Spon, PA |  |  |
| 30 | Confirm final counts with caterer for chalets and any reserved seating areas receiving food | GS, Spon | Fin |  |
| 30 | Confirm that all required state and local food and alcohol licenses are approved / in hand | CL |  |  |
| 21 | Create all access and ID badges for event: ensure a plan is in place to deliver DV/special needs guest passes are delivered | PA, CL, GS | Dir |  |
| 15 | PA / marketing develop “talking points” and distribute; include in performer packets! | PA, Mkt |  |  |
| 14 | Finalize any sponsor involvement in Opening Ceremonies | Spon |  |  |
| 14 | Assign one POC for media/supporter/performer rides | PA | AO |  |
| 14 | Finalize interviews and remotes; Call news departments for additional coverage and media rides; Send instructions for media riders, remotes, hospital visits, media day, etc; E-mail media rides and interview opportunities to key media list | Mkt, PA, CL, Spon |  |  |
| 14 | Put PA book together | PA |  |  |

***Emergency / Law Enforcement*** (Crash Fire Rescue, Emergency Management, Security/Law Enforcement, Medical)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 30 | Air show security: ensure areas that are off limits tospectators are properly marked and secured. Actual marking and security of off-limits areas is an owner/user responsibility.  | SEC |  |  |
| 14 | Verify all credential material is on hand and train ALL volunteers and law enforcement of their privileges (who can go where) | SEC |  | 4 |
| 14 | Verify and update roving security patrol plan for all hot pit and static display aircraft, and that appropriate enhanced security is provided for military aircraft and assets as required. | SEC |  |  |
| 10 -7 | Pre-burn the pyro area | CFR | AFM |  |

**Notes:**

1. Air boss / Narrator platform is usually a working deck on top of a contracted sound provider’s trailer. Should this not be the case, the show should provide a 12’ long x 6’ wide x 8’ high (minimum size) platform with two tables and six chairs for the air boss and narrator’s use.

2. Work with OH Team to prepare notes for announcer. Include key messages, recruiting items, all appropriate emergency notifications and actions in case of weather or a mishap, lost child procedures.

3. Air boss safety and sequence brief should have sufficient space and Powerpoint / AV capability (See Appendix 1).

4. Law Enforcement/Security should begin to ensure all entry gate personnel understand clearly the base access procedures for support service providers, concessionaires, performers, static aircrew, ramp display personnel, special guests, VIPs, etc.; ensure appropriate access is available starting at least 7 days prior. Gate personnel should be able to verify credentials quickly and easily to ensure smooth OH set-up. Include phone numbers of key shift supervisors / OHD on EALs.

**7 Days – Show start/Practice Day**

 ***Executive*** (Board of Directors, Air Show Director, Asst Air Show Director, Air Show Team / Staff / Committee)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 7 | Performer / static / jet team packages prepared and ready | ADir |  |  |
| 7 | Check weather for show dates | Dir |  |  |
| 5 | Publish final vehicle / rooming list | ADir | PVeh, SVeh |  |
| 2 | Final check-in / Reception run through | Dir |  |  |
| 2 | Step back and take a big-picture view of critical operational items | Dir, ADir |  | 3 |
| 1 | Check with the service providers to make sure they have all the supplies, equipment, and facilities that they need to make your event a success. | All Tm |  | 2 |

***Flying Operations*** (Air Operations, Air Field Manager, Air Boss, Jet Team Coordinator, Mil Single-Ship Demo, Civ Performer, Mil Performer)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 7 | Publish NOTAM- air field manager/ TFR – FAA, annotate airfield operating hours by NOTAM  | AFM |  |  |
| 7 | Send and receive confirmation of attendees to Incident ROE briefing | AO |  | 1 |
| 7 | Confirm time / location / briefers for air boss safety and sequence brief. | AO, AB |  |  |
| 7 | Annotate all airshow aircraft arrivals/departures – publish arrival list and update often | AO |  |  |
| 7 | Provide tower / RAPCON +AFM with arrival / departure plan | AO |  |  |
| 7 | Provide performers with: local area maps, airfield diagrams annotated with all appropriate information, air boss briefing times and location (in reception welcome package) | CivPMilP |  |  |
| 5 | Confirm time/place of demo team announcer meeting [if appl] | TBS |  |  |
| 2 | Provide arrival list to tower (one day prior to first arrival) | AFM, AO |  |  |
| 2 | Check NOTAMS and TFR | AO |  |  |
| 2 | Show Line marker vehicles in place, jet team/ aerobatic airfield set-up requirements complete | AO, AFM | GO |  |
| 2 | Ensure air boss conducts ROE briefing with appropriate airport staff | AO |  |  |
| 2 | Prepare daily sign-in sheets for all performers | AO, AB |  |  |
| 1 | und system check, to include transmit / receive | AB | GO |  |
| 1 | Confirm performer safety briefing area is reserved, set-up and secure | AO, AB |  |  |

***Ground Ops*** (Ground Operations, POL/Fuel, Pyro, STEM)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 7 | Check ground support equipment, golf cart, car arrivals | GO | Spt, Dir, Tm POCs |  |
| 7 | Plan a route for performing aircraft to get from overnight hangars to the flight line or staging area | GO |  |  |
| 7 | Reach out to STEM partner POCs and attendees one more time – make sure they received all of the details and answer any questions; Confirm rentals with vendors – determine delivery date/ time/ location; Confirm rentals with catering – determine delivery date/time/location; STEM Coordinator walks the event space with volunteers/support team – reviews timeline for set-up/event/tear-down with team | STEM |  |  |
| 5 | Ramp layout marked | GO |  |  |
| 3 | Begin Site-Set-up | GO | Spt, AFM |  |
| 2 | Install all crowd control barriers, barricades, snow fencing, stanchions and ropes | GO | Spt, AFM |  |

***Support*** (Finance/Contracting, Legal, Maps, Support, Performer Vehicles, Staff Vehicles, Volunteers)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 7 | Cut checks if needed for Sunday distribution | Fin |  |  |
| 3 | Set up and clearly mark parking areas and traffic routes on site | Spt | LE |  |
| 2 | Potable water distributed everywhere | Spt |  |  |
| 1 | Provide performers with: local area maps, airfield diagrams annotated with all appropriate information, air boss briefing times and location | Check-in team |  |  |

***Public*** (Guest Services, Sponsorship, Marketing, Public Affairs, Community Liaison, Transportation)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 7 | Marketing / PA to ensure announcer has all scripts | PA, Mkt |  |  |
| 7 | Coordinate Media rides; Implement and assist with interviewsDevelop Shot List for photographer |  PA, Mkt | TBS, CivP, MilP |  |
| 7 | Complete PA BookHang Banners/Signs on facility  | Spon, PA | GO |  |
| 5 | Ensure all sponsor signage, banners, displays, seating areas ready, any rides also coordinated  | Spon |  |  |
| 3 | Count all tables/chairs in seating areas; chalets, etc | GS, Spon |  |  |
| 2 | Ensure all reserved seating areas set up correctly; special amenities in place | GS | Spt, Vol, GO |  |
|  | Final review that all sponsor / DV / VIP area set-up is per plan | Spon | GO |  |

***Emergency / Law Enforcement*** (Crash Fire Rescue, Emergency Management, Security/Law Enforcement, Medical)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Staff | Add’l Staff | Notes |
| 7 | Special attention should be made when assigning security personnel to all entry points and operations through Monday | SEC | GO |  |
| 7 | Put up all traffic signage | SEC |  |  |

**Notes:**

1. The Incident ROE meeting is to conduct a final review of who is going to handle what in case of an incident. Suggested attendees are: tower RAPCON, CFR/AARF chief; OHD, AO, GO, Medical OIC, law enforcement, emergency management command center POC, AFM, marketing / public affairs

2. Each pilot or Aircraft Commander must sign a **daily** sign-in sheet at the Air Boss safety and sequence briefing verifying that they received the daily flying briefing and understand the provisions of the waiver. Remote pilots may receive a phone brief and the Air Operations Officer may sign stating the phone briefing was made. The preferred sign in sheet will be attached to the Waiver. Occasionally an Inspector in Charge (IIC) will want a faxed signed document from the remote pilot. **Pro Tip - Be sure to check with the IIC as to what they want**.

**3. Pro Tip – Sweat the small stuff: they can have BIG consequences. Work to solve things early before they have catastrophic effects (e.g., are the porta-potties you contracted for at the pyro field and announcer stand in place? Is the power for the sound system and concessions going to the correct locations?)**

**Show + 30 Days**

Ok, you had a great air show – Congratulations! Take a breath, have a beer, then sit back down because you still have some (fun) work to do.

|  |  |  |  |
| --- | --- | --- | --- |
| Days After Event | Task | AS Staff | Notes |
| 1-3 | Send out one-page recap /press release with general overview of event. Send recap to media, leadership, performers, sponsors, other supporters, volunteers and even vendors who went above and beyond on their efforts for your success | PA | 5 |
| 1-3 | Set up a photo video gallery; make links available for recap (see above) | PA |  |
| 1-3 | Request final daily pick-up report from hotel and maintain for history; audit room charges and pay hotel invoice (Hotel POC) |  |  |
| 5 | Gather the team for a Hot Wash to capture things that went well and areas for improvement. Brainstorm and write it all down while it is fresh. | Dir, Tm | 1 |
| 5 | Prepare and send Recap Report for sponsors, leadership, STEM partners, etc. make sure it includes testimonials from participants (students, educators, group leaders, parents, panelists, mentors, etc.) online image galleries and/or videos; Create and send thank you letters to participants and supporters paving the way for future Open House STEM programming; Develop an after-action summary to highlight successes and areas of improvement opportunity for the next STEM program | STEM | 5 |
| 7 | Send media outlets an announcement thanking the community for coming out to your event.  | PA | 2, 5 |
| 10 | Prepare for Board Chairman’s signature thank you letters to performers and support service providers | Dir, Tm, BD | 5 |
| 10 | Prepare and send “thank you” letters for the Sponsors and Community Partners. Including an autographed performer or demo team photo or similar item suitable for framing is a nice touch. | Dir, Tm, PA | 5 |
| 21 | Call or visit Sponsors and Community Partners to obtain their perspective on how things went.  | Dir, CL, Mkt | 3 |
| 21 | E-mail the performers and service providers to obtain their perspective on how things went. | Dir, Fin | 4 |
| 28 | Consolidate the feedback from the hot wash, performers, service providers, sponsors, and community partners. Gather the team to go over this feedback, fix what you can and prepare notes for the next team. | Dir |  |
| 30+ | PREPARE CONTINUITY BOOK! Give the next OH team a running start. Include paper and e-files of all timelines, OH team meeting agendas and notes, maps, personnel and team lists, key contacts and events, pictures, PA press releases and news coverage, successes, failures, exercises, partners, sponsors, financials and after-action notes and hot washes. Put all files on a zip drive and prepare two complete sets. Store book and all files with Board of Directors / Air Show organization, Clearly mark “DO NOT DESTROY”  |  Tm |  |

**Notes:**

1. Pro Tip - Make this a fun afternoon of sharing stories, eating pizza, and toasting your success. Someone needs to record the lessons learned but, more importantly, the team needs to share their thoughts, good and bad, in an open debrief environment.

2. Let the community know how happy you are they came out and provide some statistics about attendance, performances, etc. Thank you all for being part of our team. Include a “fact sheet” of attendance, performances, statistics, photos, and other information that the media can use to enhance their post-event stories.

3. If possible, prepare a presentation on the number of attendees, some of the key features, the media exposure, etc. so they see the benefits of sponsorship (this should overlap some with the media “fact sheet”). Also include pictures of them, their families, their signs/banners, their chalet, people looking at their advertisements, etc. If they have complaints, make sure you note them and seek to resolve them. If they are happy, find out what they liked best. You want to keep repeat Sponsors and Community Partners rather than having to find new ones each year.

4. If they have complaints, make sure you note them and seek to resolve them. If they are happy, find out what they liked best.

5. Pro Tip - Many of these can be pre-written in the months preceding the Open House. In the weeks following the event insert names, numbers, successes, testimonials and pictures and send out.