

Tabling Event Checklist: A Step-by-Step Guide for CAB Members

This checklist is designed to help you prepare for, execute, and follow up on a successful tabling event for the Contra Costa County Community Advisory Board on Realignment (CAB). It's a "how-do-I" and "to-do" list to ensure you are confident and effective in your role.

Part 1: Preparation (Before the Event)

- **Review Event Details:**
 - Confirm the date, time, and location of the event.
 - Know the specific shift(s) you are assigned to.
 - Check for any specific instructions, such as attire or parking information.
 - **Gather Materials:**
 - Ensure you have a copy of the CAB brochure or flyer to hand out.
 - Bring a sign-up sheet and pens to collect contact information from interested community members.
 - Make sure you have a few business cards or a single contact card for the board.
 - If applicable, bring any visual aids like a small banner or poster.
 - **Know Your Pitch:**
 - Practice a 30-second summary of what the CAB is, its purpose, and why community involvement is important.
 - Familiarize yourself with the key facts about the board (e.g., how often you meet, the mission, and a recent success story).
 - Be ready to answer common questions like "What does the CAB do?" and "How can I join?"
 - **Coordinate with Your Team:**
 - Confirm with your fellow board member(s) who will be at the table with you.
 - Decide who will be the primary greeter and who will handle the materials.
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Part 2: Execution (During the Event)

- **Set Up Your Table:**

- Arrive at least 15-20 minutes early to set up.
 - Arrange your materials neatly on the table.
 - Make sure your sign-up sheet is visible and easily accessible.
 - **Engage with the Public:**
 - **Stand up** or position yourself in front of the table to look approachable.
 - Make eye contact and offer a friendly greeting.
 - Use your practiced "elevator pitch" to spark conversations.
 - Listen actively to any questions or feedback from the public.
 - Don't be afraid to say, "That's a great question, but I'm not sure of the exact answer. If you sign our sheet, we can follow up with you."
 - **Collect Information:**
 - Always have the sign-up sheet ready to capture the names and email addresses of interested individuals.
 - Explain what the sign-up is for and what they can expect (e.g., "We'll send you an email with information about how to apply").
 - **Stay Professional:**
 - Keep your phone away and avoid distractions.
 - Be respectful and polite, even if you encounter someone who is not interested or has a different opinion. Avoid arguments.
 - Keep your table organized throughout the event.
 - **Take Down:**
 - Ensure all materials are collected and packed away safely.
 - Check with the event organizer to see if they need any assistance with a post-event check-in.
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Part 3: Follow-Up (After the Event)

- **Debrief:**
 - Immediately after the event, or within 24 hours, discuss with your fellow board member what went well and what could be improved for next time.
 - Consolidate the information from the sign-up sheet.
- **Submit Information:**
 - Send the sign-up sheet to the designated person on the board (e.g., the Outreach Subcommittee Chair or a staff liaison).
 - Share any notable feedback or questions you received.