



National Veterinary Technician Week

PLAN A 'POOCH PARADE'

A 'pooch parade' is a costume contest for pooches and owners.

A. Set up

1. Select date, time, and place (4 months to one year in advance). You can include your local technologist chapter or various clinics throughout your area to form a committee.
2. The place will be a 'home base'. Arrange for tents (shade), seating and water. Arrangement could be made with a local service group to provide a food and refreshment booth.
3. Select prizes and gifts and a designation for proceeds.
4. Find sponsors to donate prizes and money (the farther in advance you plan, the easier it is to obtain financial backing.) Good targets are product representatives, local pet stores and groomers, pooper scooper services, Animal Control, SPCA, etc.
5. Design registration forms complete with categories and prizes listed.
6. Organize press release information and flyers. Target TV, radio, paper, and pet magazines AND if at all possible send directly to a contact.
 - a) mail out six weeks prior to event.
 - b) FAX out 3 days prior to event
7. Flyers and press releases should be mailed out 6 weeks in advance to area veterinary clinics, groomers, pet stores and pet clubs.
8. Call in all technicians, veterinarians, assistants, etc. for assistance prior to and the day of the event. **ASSIGN SPECIFIC TASKS AND KEEP THOSE PEOPLE INVOLVED ALL THE WAY THROUGH THE EVENT.**
Get your local Veterinary Medical Association involved, especially for support of clients and staff.
9. Make professional banner and directional signs including the event announcement. Don't forget the supplies to hang them with.
10. Gather tables, chairs, paperweights, pens, etc. to be used the day of the event.
11. Hand deliver flyers to homes and businesses near the event area one to two weeks in advance.

B. Day before the event:

1. Collect all supplies together (scissors, tape, string, pens, etc.)
2. Call all helpers to reconfirm the meeting time and place.
3. Allow extra time for set-up and prepare name tags to identify key people.

C. Day of the event (i.e. Set up and Run):

1. Have press release information rehearsed and have a spokesperson ready for interviews by the media. Don't forget to plug NVTW, who, what, why, and where the money is going.

D. Days after:

1. Evaluation meeting
 - a) list goods and bads of the event
 - b) discuss future do's and don'ts
2. Collect all public relations copies (newspaper, video, etc.)
3. Write up all PR and evaluate the rapport with the media, how can you be better prepared next time?
4. Prepare for next year.

PLAN A DOG WALK

A DOG WALK can be done in conjunction with Pooch Parade

- A. Select place and time and submit any permit applications (most parks require a deposit and permit to hold an event).
- B. Once the permit is approved, walk the area and set the route.
- C. Select watering hole point at the half way mark (bowls and glasses for walker should be at the start and mid point of the walk — ending back at the start point).
- D. If doing laps, design a way to check off each lap (stamps and I.D. cards for each dog work well).
- E. Organize much like the pooch parade.

Thank you to Nanette Walker NAVTA member for her great ideas!