

SKILLSUSA NATIONAL SIGNING DAY

Event Planning Checklist

If you're planning a SkillsUSA National Signing Day event, this checklist will help you get started.



Six Weeks Out

- Determine the date, time and format of the event.
- Recruit volunteers and assign roles as applicable (invitations, setup, food, social media posting, communications, registration table, publicity, etc.).
- Order SkillsUSA event supplies from the [SkillsUSA Store](#).

Five Weeks Out

- Reserve a location for the event, such as a school gym or auditorium.
- Coordinate audiovisual needs, tables and chairs or other furnishings and supplies.
- Develop invitation and registration lists.
- Begin gathering information for promotional use and sending e-vites to attendees.
- Plan and invite speakers for your event, including school administrators, SkillsUSA advisors, chapter officers, a state or national officer, community leaders or industry supporter.

Four Weeks Out

- Develop an agenda for the event, including talking points, handouts, one-pagers and PowerPoint presentations, if needed.
- Incorporate the SkillsUSA National Signing Day logo into your promotional materials.

- Inform your school community of the event through announcements, signs/posters, school newsletter, social media and at meetings.
- Send personal invitations to family and friends of each student participating in the event, business partners students are signing with, schools students are signing with, SkillsUSA alumni, school administrators, teachers, school career advisors and high school counselors.
- Plan and invite speakers for your event, including school administrators, your SkillsUSA advisor, chapter officers, a state or national officer, community leaders or industry supporters.

Three Weeks Out

- Plan food/beverage needs for the event.
- Track and confirm event RSVPs.
- Refine speaker materials needed (talking points/presentations).
- Determine required safety equipment, if applicable.
- Post on social media using the #SkillsUSANationalSigningDay hashtag, and be sure to tag @SkillsUSA.

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Event Planning Checklist

Continued

Two Weeks Out

- Send invitation reminder to attendees who have not responded.
- Coordinate an internal planning group to review event materials and confirm roles and responsibilities for day-of.
- Post on social media using #SkillsUSANationalSigningDay and be sure to tag @SkillsUSA.
- Share a press release about your event with local media.

One Week Out

- Confirm details and logistics with speakers (e.g., travel plans, special needs, etc., allotted time for speech, etc.).
- Practice presentations with SkillsUSA chapter members.
- Share final event materials with event speakers.
- Finalize attendee list.
- Post on social media using #SkillsUSANationalSigningDay and tag @SkillsUSA.

Four Days Out

- Send reminder to confirmed attendees.
- Hold event run-through, including facility tours if applicable.
- Print and organize deliverables/handouts, name tags, etc.
- Post on social media using #SkillsUSANationalSigningDay and tag @SkillsUSA.

Day Before

- Set up event space.
- Complete and print SkillsUSA National Signing Day Letters of Intent for each student participating.
- Final run-throughs of presentations if needed.
- Post on social media using #SkillsUSANationalSigningDay and tag @SkillsUSA.

Day of Event

- Host event!
- Post on social media using #SkillsUSANationalSigningDay and tag @SkillsUSA.
- Share your event details, photos and videos to SkillsUSA using our [2027 Signing Day Brag Form](#).

Three Days Post-Event

- Send thank-you to panelists/speakers and all attendees.
- Follow up on any questions raised during the event.
- Post on social media using the #SkillsUSANationalSigningDay hashtag. Tag @SkillsUSA.
- Evaluate the event internally. What went well? Where can you improve for next year?
- Share a Signing Day recap and photos with your members, your school administration and any participating partners or special guests.

