

Veterans Day Event Vision

Goal: Connect veterans and their families to community, services and ideas to improve their lives.

Date: November 11, 2018, Veterans Day

Locations: Cities Across America

Core Elements

Community Listening	Services Court	Better Together
Veteran led Keynotes	Federal Services	Wellness
Human Library	State & Local Services	Family & Relationships
Working Groups	Community Organizations	Recreational Lifestyle

Element Details

Community Listening – A forum for vets and their families to voice their truths and share with the greater community on how they can be best supported.

- Veteran led Keynotes around breakfast and lunch services. Community to purchase tickets for meal and opportunity to hear in-person stories about the struggles after active duty. Vets and families are hosted for free.
- Human Library allows people to interact with vets, their spouses on a one-on-one basis throughout the day
- Working Groups are interactive sessions with vets, the community and experts in various fields with the goal of finding actionable tactics to improve on a variety of topics

Services Court – A place for federal, state, local and community organizations to exhibit their services and share how they can connect with veterans.

Better Together - Business and community activations to engage vets and their families on personal betterment.

Sample Better Together Activations

- **Sustenance Pavilion:** Keeping your mind and body at top performance through food and exercise
- **Structure Ally:** Create a personal plan for more structure
- **Flow Tent:** Connect with a more recreational lifestyle
- **Workforce Development Club:** Career & business engagement

Sample Agenda

8:00 AM	Services Court Opens
8:00 AM – 8:30 AM	Breakfast Served
8:30 AM – 9:00 AM	Veterans Keynote
9:00 AM	Better Together Activations Open
9:00 AM – 10:30 AM	Human Library - Veterans Health Professionals
9:30 AM – 10:30 AM	Working Groups • Support for Spouses • Veteran Homelessness in this Community • How to Better Engage with Vets
10:45 AM – 11:45 AM	Human Library - Veteran Business Owners
10:45 AM – 11:45 AM	Working Groups • Alternative therapies • Services for Female Veterans • Combatting Suicide
12:00 PM – 12:30 PM	Lunch Served
12:30 AM – 1:00 PM	Veterans Keynote
1:00 PM – 2:00 PM	Human Library - Veteran Elected Officials and Candidates
1:00 PM – 2:00 PM	Working Groups • Educational Opportunities • Connecting with the Arts • Resources for Vets with Disabilities
2:00 PM – 3:00 PM	Human Library - Veterans Parents
2:00 PM – 3:00 PM	Working Groups • Resources for Pets as Therapy Animals • Play More
3:00 PM	Event Concludes

Story Curation and Social Media Components

Goal: Take stories, ideas and solutions from each of the agenda elements and curate them into a library for veterans and members of the community to continue the conversations past the date.

Elements:

- Hashtag
- Local Digital Curator
 - Event page on Facebook
 - Personal Twitter Account
 - Personal Instagram Account
- National Digital Curator
- Solutions Wall: A place at the event where attendees write down the tangible solutions they learned
- Working Group Video
 - Highlights of best solutions discussed
- Human Library Video
 - Highlights of best solutions discussed
- Video interviews with solutions providers

The library of curated content to be released through the year, not just around the immediate event.

Sample Sponsors

- Platinum Event Sponsor
- Keynote Sponsor
- Breakfast Sponsor
- Lunch Sponsor
- Working Group Sponsor
 - ✓ Each Session
- Services Court Sponsor
- Human Library Sponsor
- Better Together Activation Sponsors
- Social Media / Video Sponsor

Want to Explore this Event in Your City?

If you would like to hold an event like this in your city, I am a professional event planner and willing to help and give guidance on:

Committee formation, sponsorship, budgeting, logistics, marketing and any other needs.

Contact: Stephen Leach
stephen_leach@me.com