6 Steps to Plan a Water Safety Fair

1. Choose a Venue
   - Waterpark
   - Retail store
   - Public pool or community pool
   - YMCA
   - Library
   - City or county building

2. List Possible Participants
   - Fire department
   - Police department
   - Pool & spa industry professionals
   - Community hospitals
   - YMCA
   - Park district
   - County health officials
   - Lifeguards/recreation center staff

3. Send an Invitation
   - Explain the purpose of the event
   - Ask for displays and water safety demonstrations

4. Charge a Nominal Fee
   - Cover event expenses
   - $20-$30 per table
   - Use fees to order low-cost consumer safety brochures

5. Confirm Participants
   - Include time, place and rules for display
   - Encourage giveaways
   - Ask participants to promote the event

6. Promote the Event
   - Email invitations and reminders
   - Contact local media outlets
   - Create flyers and/or posters for the event to distribute and post in stores and community buildings
   - Create an event invitation on Facebook through your business or organization page