//// *Fireside Live - Basic Access Event Plan*

We need to gather some critical information from your office to ensure you have a successful Fireside live basic access event. By having this data up front (or as much as possible), Fireside21 can set up your events and ensure everything moves on time. If you don't know the answer to a question, please leave it blank. A member of the Fireside21 Account team will follow up to gather that information.

Please fill out this form using Microsoft Word and email it back to help@fireside21.com as soon as possible.

If you need clarification on any of the questions, please contact us at help@fireside21.com, (202) 621-5121, or in chat.

Event Point of Contact Information:

Name: John Smith
Title: Communications Director
Email: john.smith@mail.house.gov
Phone: 202 225 3121
Date: 01/01/21

Event Specific Information

These settings will change for each event and come with timetables before the event.

Some event specific requests can only be guaranteed if they are requested at specific timetables before the live event starts as noted by each option.

1. What is the finalized requested date and time for your event in Eastern time? (Ex. 8:30pm EST)

In rare cases we may not be able to accommodate the exact requested time of the event, but we will try and reserve a time as close to the requested time as possible. We'll let you know if that's the case. (Ex. 8:25pm EST start time)

Feb 1st 7:30pm EST

2. What is the expected event duration? (Ex 1 hour, 1.5 hours)

 1 hour

3. What is the dial range you'd like to dial for this event? See the pricing authorization sheet for guidance. (Ex. 20,000-30,000 dials)

70,000 - 80,000 dials

4. What is the name of the audience(s) in Fireside you'd like to send a dial to? *Note, audiences are counts of people and people in the same household share home phones. Please be sure to include home and/or cell phones as a requirement for the audience and be sure that the audience count is at least 75% larger than your dial range cap. I.e. a 40k cap would need a 70k audience. We can help you build the audience if you need assistance.*

Main County Veterans and Seniors

5a. For the recordings that get broadcast out, do you want to use the generic ones on file (or create new generic recordings), or do you want to make event specific recordings?

Please make the recordings at minimum 48 hours before the live event start time, otherwise generic recordings will be used

☐ Generic recordings
☒ Event Specific recordings

5b. If you chose to use event specific recordings, please get franking approval for up to four event specific scripts to use for this event. Recording instructions are included in a separate document. A client specific pin will be provided over email.

One recording is for a live answer during the event that plays when people pick up, one for voicemail, and a post-call sound file to accept voicemails from participants after the event.

☒ Event Specific Live Answer recording
☒ Event Specific Voicemail recording
☒ Event Specific Post-call message asking to leave a voicemail for follow up

6. Do you want to take advantage of any website integration options? This can allow for streaming the event and online signups in advance of the event. *Note, Fireside21 cannot guarantee successful website integration if we are not your website provider.*

☒ Stream Audio of the event on your website
    ☐ Display a slideshow during the event over the audio (Attach the PowerPoint slideshow when submitting this form)
    ☒ Show just a photo during the event over the audio (Attach the photo to use when submitting this form. Typically, offices will use their official portrait otherwise we'll use a generic image)
☒ Allow online signups in advance of the event
☐ No website integration

7. If you want poll questions to be set up in advance, list them below

Poll question 1: What are your top priorities for Congress?

Answers:

1 Education   6

2 Immigration   7

3 Healthcare   8

4 Jobs/Economy   9

5 Taxes   0

Poll question 2:

Answers:

1   6

2   7

3   8

4   9

5   0

Poll question 3:

Answers:

1   6

2   7

3   8

4   9

5   0

Add-on services

These are services we can provide but are not included as part of the basic access package. Please refer to the pricing authorization sheet to specific costs. Check the box if you'd like to use this service.

Service	Description
☐ Live Event Moderator	Hire a professional moderator to promote audience engagement throughout the call. Requires additional paperwork and at least 72 hours advanced notice for this request.
☐ Pre-Event Robo Call	Have an announcement call go out the day before the event to advertise that it's happening and identify bad numbers.
☐ Inbound Event Callers	Have a pinless dial number to allow folks to call into the event
☐ Professional Screeners	Hire professional screeners to get questions to be asked live on the call and collect emails. Requires 72 hours advanced notice