

Charlotte Area

NC Air Awareness

[HOW TO: AQ 101 INFORMATION SESSION]

Follow these steps to create buzz and momentum around your organization's outreach efforts while also teaching employees about current air quality concerns and ways to curb pollution.

Step 1. Select a date and time.

Step 2. Pick an event format:

- Presentation
- Display

Step 3. Select a high visibility location:

- Break room
- Lobby
- Auditorium

Step 4. Contact two potential presenters or exhibitors:

- Senior Management Staff Member
- Health and Safety Manager or Team Member
- Air Awareness Representative
- Transit Representative

Step 5. Select appropriate incentives from the [Incentive Ideas list](#) to encourage employee participation.

Step 6. Publicize the information session at least two of the following ways:

- Email an event announcement at least one week before the information session and a reminder the morning of the event
- Post fliers in community areas and break rooms
- Announce the event at your staff or departmental meetings
- Include event details in company newsletter or intranet post

Step 7. Assign volunteers to the following roles:

- Greeter (to welcome participants and distribute raffle tickets, if appropriate)
- Floater (to help answer employee questions at informal events)
- Company Executive (upper level support to any environmental program encourages employee participation)