

EVENT PLANNING

Activity Suggestion

Goal I: Heighten awareness and enthusiasm for AFVs and advanced technology vehicles.

- Live radio remote. Contract for a live remote radio broadcast with a station whose listeners match your audience according to age, sex, etc. (Radio stations can share their demographics with you).
 - Interview an AFV expert on the live remote radio broadcast as part of the suggested fair or gala formats. Supply radio personality with specific questions regarding the importance of AFVs.
- Have “spokes-character” give-away, AFV information and small premiums while telling attendees about AFVs.
 - Have the character hand out an environmentally-friendly treat and information on AFVs.
- “AFV Race Auto Game.” Develop this as a way to compare and contrast vehicles and fuel types:
 - Label a toy car for each type of alternative fuel available in your area.
 - Create a track with multiple lanes.
 - One lane matching each fuel/car; divide the lanes into spaces.
 - Develop a set of cards for each fuel that describe fuel characteristics, vehicle characteristics, etc., of that fuel and that give directions for the player to follow, such as receive state tax credit for your NGV – move ahead two spaces; include penalty cards such as trapped behind old diesel bus – cough and move two spaces back or forgot to have cylinder inspected – lose one turn while it is completed.
 - Shuffle the cards for each fuel and place them face down one card per each space in its fuel lane.
 - Use a spinner to advance toy AFVs down the matching lanes.
 - Player turns over card on the space on which he or she has landed and follows the instructions.
 - First player to cross finish line wins Odyssey cash or points for a chance to win a grand prize.
 - Sponsor a “fortune teller” booth, "Ask Otto the Great."
- Have a local AFV expert dress as a fortune-teller and meet one-on-one with individual attendees to “foretell” what kind of AFV could be in the attendee's future. This could be individualized to each attendee – individual or fleet manager. Appropriate literature can be on hand to distribute.
 - Example: "Otto" can explain to a fleet manager the "fortunes" he can save by implementing an AFV plan that would work best for that fleet's present and future situation. Include information on tax incentives (and possible penalties for failure to comply with local, state, or federal mandates), operation and maintenance, infrastructure needs, vehicle availability, initial capital costs, etc.

- Drawing for free rental of an AFV.
 - Use to encourage attendance.
 - Use as an incentive for motivating participants to complete evaluations and survey questions.
 - Use as a grand prize in a game (see below for several game suggestions).
- AFV Game Shows.
 - Question-and-answer or matching games modeled after popular game shows in which contestants match AFV facts or answer AFV-related questions.
 - Example: A contestant from a panel of three contestants selects one of the 8 levels of difficulty under five main topics. Each contestant races to be the first to answer. Get points for correct answer and chance to select another topic and level. Main topics could be AFV Options, AFV Economic, Clean Air AFVs, AFV Refueling, Saving Domestic Energy.
- Invite your local ice rink to display its Zamboni® ice-grooming equipment to demonstrate current uses of AFVs.
- Have a web site display. Set up computers with a set of links already listed so that attendees can explore information available via the Web. Include:
 - <http://www1.eere.energy.gov/cleancities/>
 - <http://www.eere.energy.gov/afdc/>
 - <http://www.nationalafvdayodyssey.org/>
 - http://www.naftc.wvu.edu/alt_fuel_data
 - Honda's selection of Hybrids <http://automobiles.honda.com>
 - Toyota's AFV innovations <http://www.toyota.com>
 - Nissan's Green Program <http://www.nissanusa.com/about/green-program/index.html>
- Display cutaways of various fuel systems such as CNG cylinders, etc.
 - Provide expert AFV consultation at the event.
- Ask an independent AFV expert to provide individualized consultation to attendees about owning AFVs. This will give them enough basic information to point them in directions that will likely work for them.
- Have a pamphlet or flyer that lists local dealers that sell AFVs.
- Develop/locate a product that shows the difference between various AFVs and display as an AFV comparison chart or information poster or make a handout.
- Provide literature on the various AFV options.
- Invite several AFV dealers to speak about options currently available in your area.
- Invite a panel of fuel providers to speak about local fueling options.
- Have an AFV auto show as part of your event. Let attendees meet sales people at a booth with actual cars or images of AFVs; include heavy-duty equipment, too.
- Make the "show" non-staffed as an exhibit (actual or images) of AFVs only.