

How to Execute a Successful Tabling Event

What is a Tabling Event?

A tabling event is an in-person workshop to help increase awareness about LiveSafe, its capabilities, and how it can help your enterprise organization become a safer place to work, learn, and live. At a tabling event, you can distribute materials and speak directly with employees and other staff. During this event, LiveSafe advocates can:

- Promote LiveSafe to increase user adoption and engagement
- Help existing app users with any questions or concerns
- Vocalize LiveSafe to key partners
- Collect feedback from app users
- Network with your personnel

How do I Schedule a Tabling Event?

A tabling event can be a stand alone event or a part of a larger event! In order to have a successful tabling event, consider the below items as you plan and schedule:

- **Communication** - notify your workforce via multiple media outlets, such as company newsletters, intranet websites, and social media or chat accounts. Provide the tabling event information far enough in advance so that personnel can plan to attend. Don't hesitate to send a friendly reminder the day before or the morning of to remind everyone of the event
- **Location** - identify and book a prime location where you will have access to your workforce and others, such as the building lobby, main conference room, or popular outdoor venues and spaces
- **Logistics** - consider how to best schedule your tabling event, like integrating this tabling event into a larger town hall or meeting or scheduling tabling events during new employee onboarding. Does your workforce travel frequently? Consider hosting a webinar-like event to include remote and traveling employees
- **Audience** - know your audience and the needs or questions they may have, such as new hire questions on how to download, employee questions on what to report, administrative questions on how to broadcast a message or create a geo-fence, etc.

Get the word out: Sample Tabling Announcement Email or Social Media Post

Email example:

Dear *Recipients*,

We will have a LiveSafe table stationed in *[Location]* from *[time or times]*. Stop by this table for some LiveSafe swag, to learn about the app and what it can do, and for download and registration help. Feel free to ask any questions you may have about the app and how *[Organization Name]* plans to use it to keep you in the know of important safety and security matters and empower you to take your personal safety into your own hands.

We look forward to seeing you then!

Sincerely,
Sender Organization

Social Media example:

Stop by our LiveSafe table in *[Location]* from *[time or times]* to learn about the mobile app and what it can do, download and registration help, and how you can help our organization be a safer place to work and learn. We look forward to seeing you!

Steps to Prepare for a Tabling Event:

1. Confirmation of final details is the most important. All details need to be confirmed (*client, location/time, reason for event, materials needed, etc.*). Once the details are finalized, make sure the right team members and/or volunteers are well-informed and all calendars are updated.
2. Have a working knowledge of the app functionality. You will be responsible for guiding individuals through the process of downloading the app and explaining basic functionalities. You may also have to answer questions or concerns from users. We encourage you to reference all the supporting LiveSafe resources and aids.
3. Understand local office security protocols prior to the event. Work with the local office staff and security to determine if any paperwork needs to be completed to gain access

to the building, be pre-approved for any technology or materials being brought to the tabling event, or receive any badges needed for supporting personnel.

4. Know the organization, its business challenges, and the risks that it faces most frequently. It is possible that employees and staff are not aware that issues like workplace injuries, theft, or harassment are prevalent in their enterprise and that they can make a difference by downloading and using the LiveSafe app. Build a business case, by knowing the challenges and risks the organization faces, to connect with the workforce and organization leadership.
5. Hold a “Tabling Event Bootcamp” session. Practice with your co-workers on frequently asked tabling questions and personas. At a tabling event, the personnel volunteering and supporting will have to be polished, professional, and informed. There is nothing wrong with holding a practice event in your own office to rehearse the tough questions or managing the different personalities you will see at an event.
6. Packing and setting up materials in support of the tabling event is important to establishing a welcoming environment as well as having the necessary materials to help users.

Examples of Tabling materials:

- Table Cloth
- Standing Poster
- One-Page handouts
- SWAG

Day of Checklist:

- Confirmation on event details (POC confirmed, time/location, exact venue, reasoning defined, number of tables, security paperwork/approvals, etc.)
- Marketing materials gathered and ready (table cloths, swag items, posters, food, etc.)
- Roles and responsibilities are clearly defined with attending personnel
- Wear appropriate attire. If possible and appropriate, wear LiveSafe branded clothing
- Have a predetermined place for your electronics (unless they are part of the tabling event)
- Plan to arrive at least 20 minutes early to tabling event location
- Table is set with all materials out and ready to go

At the Tabling Event:

1. Arrive at least 20 minutes early and meet up with the site coordinator of the event. Work together to finalize the game plan and discuss any questions.

2. Make sure the table is in a good location that makes it stand out as much as possible (*the more foot traffic, the better!*).
 - a. Hang Branded tablecloth on the table
 - b. Set up standing poster besides the table
 - c. Lay swag materials on table in an interactive way
 - d. OPTIONAL: Provide "attractions/motivators" like coffee, food, snacks, etc.
3. Be social! Interacting with members of your community key to a successful event. Try standing in front of the table rather than behind it. Make eye contact, smile, and say hi. Attempt asking simple questions to provoke conversation like "How's the LiveSafe app treating you?" or simply, "Do you have the LiveSafe app?".
4. Remember to avoid being on your phone or computer unless they are part of the tabling event. You do not want to be staring at your phone and checking your email as curious people pass by your booth wondering, "hmm...should I be using LiveSafe?"

Sample Follow-up Email and Social Media Post:

Send a follow-up email or social media post to your organization to thank them for their participation and inform them of their contribution. Only LiveSafe leverages the eyes and ears of your workforce for early warning indicators - make sure your enterprise knows how important their role is in preventing incidents from occurring.

Consider including the following information in your follow-up communication:

1. Results - highlight the success of the event by sharing outcomes like number of attendees, the number of new downloads, questions resolved, etc.
2. Key takeaways - share any key findings from the event, such as a frequently asked question or issue that all users should be aware of
3. Suggestions for continued engagement - provide tips and tricks on how your enterprise can stay involved and connected, such as future events, upcoming newsletters, etc.

Email example:

Dear *Recipients*

Thank you so much for stopping by the [Insert tabling event name] on [DATE OR DAY]! With your help we were able to talk to X number of people about the value of LiveSafe and the shared responsibility of safety. In just one day we were able to drive X number of downloads!

A frequently asked question during the tabling event revolved around how to submit a tip. Please reference the following resources to learn or remind yourself on how to submit a tip.

We will be hosting another tabling event in the [Insert location] on [DATE OR DAY] after everyone returns from Thanksgiving. We invite you to stop by, say hi, and talk about how you are using LiveSafe.

Remember, you play an important role in keeping our organization and workforce safe. We appreciate your continued help and encourage you to report any suspicious activity or safety and security incident through the LiveSafe app.

*Sincerely,
Sender*

Social Media example:

We had a great LiveSafe event today in [Insert location]. Thank you to those who stopped by our LiveSafe table! LiveSafe helps and empowers our organization to stop reacting to safety and security incidents and start preventing them through our greatest resource: you! Please reach out to [Insert POC] if you have any questions about downloading or using the app or need more information.