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THE ALLIANCE
for **SECURE AI**
Action

YOUR GUIDE TO

PLANNING AN EVENT





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ABOUT THE ALLIANCE

The Alliance is a nonprofit organization that educates the public about the implications of advanced AI. Our goal is to defend humanity in the age of advanced artificial intelligence.

Artificial intelligence is advancing at breakneck speed. It is reshaping our economy, national security, and our daily lives — but the conversation around AI is dominated by hype, corporate spin, and complacency.

The Alliance exists to drive the narrative about the need to secure AI for America — and all of humanity. To do that, **we need your help.**



THE ALLIANCE'S ROLE

You are not planning this alone. When you commit to hosting an event, the Alliance team supports you before, during, and after.

WE ARE YOUR DEDICATED RESOURCE

- Each host is connected with an Alliance point of contact to help plan your event, answer questions, and share what's worked for other hosts around the country.
- We can suggest speakers, formats, and programs that fit your community, from house parties to library panels to film screenings.
- Reach us anytime at coalitions@secureainow.org.

WE PROVIDE MARKETING MATERIALS AND AN RSVP PAGE

- We'll set up an RSVP page for your event and help you promote it, including a shareable event graphic and sample social media copy (included at the end of this toolkit).
- We can provide Alliance signage files and one-pagers on the issues.
- Tell us your event date, location, start and end time, and when you want doors to open, and we'll take it from there.

WE SUPPORT YOU AFTER THE EVENT

- Send us your photos and we'll help you follow up with attendees and connect new advocates to the Action Center.
- Your Alliance contact will check in after the event to hear how it went and plan what's next.



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YOUR ROLE AS AN EVENT HOST

YOUR RESPONSIBILITIES AS A HOST

As the host, you select and reserve the venue and pick the date and time (see *Selecting the Ideal Venue* for guidance). You invite attendees by reaching out to your own networks and friends; a personal invitation from you will outperform anything the Alliance sends on your behalf. Once you secure a venue, find out what equipment is available and conduct a tech check day of to make sure mics are working.

Start smaller than you think

Your first event doesn't need a stage. Three formats that work with almost no budget:

- **A letter-writing party.** Invite eight people to your kitchen table with laptops, stamps, and the Alliance's letter guide, and everyone leaves having actually written to their paper or their representative. Citizens' Climate Lobby has turned this format into thousands of published letters.
- **Tabling.** A folding table at a farmers market or community fair, a sign-up sheet, the Action Center QR code, and one good conversation starter: "Has AI shown up at your job yet?"

Recruit volunteers

For a smooth event, recruit a few volunteers ahead of time and give each one job: greeting attendees and checking them in, taking photos (*see the Alliance photo guide*), handling audio and tech before and during the program, keeping time, and helping lead the post-event discussion.

Promote your event

After the Alliance provides your RSVP page and materials, you lead the promotional push:

- Email and text your friends and networks to invite them personally, and ask them to bring someone.
- Share the event on your social media accounts, and repost as the date approaches. Sample copy is included at the end of this toolkit. Tag **@secureainow** in your posts and include the RSVP link every time.
- Invite local groups with a stake in the issue: parent and teacher groups, unions, faith communities, veterans organizations, senior groups. (*See the Coalition Building guide.*)

Keep in touch with your attendees

Expect a third to half of RSVPs not to show unless reminded. Send a reminder the day before and the morning of; those two messages protect your turnout more than anything else you'll do.



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SELECTING THE IDEAL VENUE

Securing a great venue for your event

Some best practices when choosing a space:

- Choose an accessible space where all guests can easily attend, including people with mobility needs.
- Make sure there's ample parking or easy access by public transportation.
- Consider cost. Libraries, houses of worship, and community rooms are often free; restaurant back rooms, event spaces and theaters vary.
- Look for a venue with a lounge or space for conversation afterward. The informal conversation after the program is where new volunteers step up.
- If you have an outdoor venue, have an indoor contingency plan in case of weather.
- Book more time than the program needs. If your program runs 90 minutes, reserve the space for at least three hours so you can set up, run over, and let people linger.
- Match the room to your realistic turnout. You don't want an empty looking room.

Checklist for all venues

- **Reservation details:** confirm the date, time, and duration of your reservation in writing.
- **Tech and format:** verify what the venue provides (screen, projector, sound, cables) and schedule a tech check with venue staff before the event.
- **Capacity and seating:** confirm seating capacity, and request a table and chairs for attendee check-in at the entrance.
- **Discussion setup:** request microphones for the introduction and audience Q&A, and confirm chairs can be arranged for discussion.
- **Signage:** confirm the venue's signage policies so you can display Alliance materials.

BEST PRACTICES FOR VENUE TYPES



LIBRARIES AND COMMUNITY ROOMS

- Usually free for community use; many require a library card or a simple application, sometimes weeks ahead.
- Ask about their AV setup and whether staff assist during events; policies on food and signage vary widely.
- Some libraries will co-promote community events in their own newsletters and calendars. Ask.



HOUSES OF WORSHIP

- Check the congregation's calendar for conflicts on your date.
- Communicate with leadership early and involve them in planning so the event aligns with the congregation's mission and values; many faith communities are deeply engaged on questions of AI, family, and human dignity.
- If the event includes food, plan catering or a potluck with your host congregation.



CAMPUSES

- Auditoriums, theaters, and lecture halls can be free or cheap, especially with a student group or faculty sponsor.
- Check campus policies on outside speakers, events, and food, and confirm any booking fees.
- A student co-host helps with the room and brings an audience you couldn't reach otherwise.



THEATERS *(for film screenings or showing video content)*

- Theaters usually offer discounted rental rates on weeknights.
- Ask what file format they require and how far in advance they need it, whether tech staff will assist during your event, and where attendees can check in.
- Find out how concessions work for your group, and whether the theater has a lounge for the post-screening discussion.
- If you're screening a film, confirm what permission documentation the theater needs from the filmmakers.

RSVP PLATFORM

COLLECTING RSVPs

For every event you host, the Alliance will set up an RSVP page for you (typically on Luma).

What to know:

- There is no cost to you to use the RSVP platform.
- To create your page, your Alliance contact needs: the event's date, location, start time, end time, and when you want doors to open.
- For your events ensure you collect, first name, last name, email, phone number and zip code. Collecting these fields should not be optional.
- Once the page is created, you will be added as an event host on Luma where you'll have access to registration numbers.
- If you have a special guest or speaker, let your Alliance contact know so we can include them on the page.
- You'll have access to your event page to edit details and see who has RSVP'd.
- The RSVP page doubles as an invitation your guests can forward and share with their own networks; put the link in every post and email.



TECH CHECK

Print this list and run it at the venue a few days before your event (as the venue allows).

Test your full setup. Play your actual video or slides on the actual screen with the actual sound system, not a substitute laptop check at home. If playing from a laptop, turn off sleep mode and notifications so the screen doesn't lock mid-event.

Check sound at both extremes. Test your quietest content (a soft-spoken interview, a Q&A mic) and your loudest (music, applause moments) and set levels that work for both. Stand at the back of the room while you do it.

Check the visuals from the back row. Can you read every slide, and does the Action Center QR code scan from a phone at the back of the room? Test it with your own phone from the worst seat in the house.

Know the lights. Learn how to raise and dim the lights in the room, and decide light levels for each part of the program.

Test the microphones, including any handheld mic you'll pass around during Q&A. Confirm where fresh batteries live.

Have a backup. Keep an offline copy of any video or slides on the laptop and on a USB drive. Venue wifi is not a plan. Make sure you or the venue have back up batteries.

If anything fails during the tech check, you have days to fix it. If it fails at 6:25 PM on event night, you don't. Questions during your tech check? **Contact coalitions@secureainow.org.**

WEEK OF EVENT CHECKLIST

- ☐ Complete the tech check a few days ahead (if the venue allows), and confirm a microphone is available for the discussion.
- ☐ Confirm the venue reservation, your volunteers, and their roles.
- ☐ Send the reminder email to all RSVPs the day before, and a short reminder the morning of.
- ☐ In addition to reminder emails, please text confirmed attendees 24 hours ahead of the event and day of.
- ☐ Print or order handouts from your Alliance contact; test the QR code one more time.
- ☐ Designate someone to take photos of the event, and make sure their phone is charged (see the Alliance photo guide). Send your best photos to coalitions@secureainow.org afterward.
- ☐ (Day of) Set up the check-in table where every attendee passes it, staffed by your friendliest volunteer.
- ☐ (Day of) Introduce and thank partners before the program, as briefly as possible, to keep energy up.
- ☐ (Day of) Encourage attendees to post about the event and tag @secureainow.
- ☐ (Day of) Let attendees know they can host their own event, and that the Alliance will support them the way it supported you.

DISCUSSION GUIDE

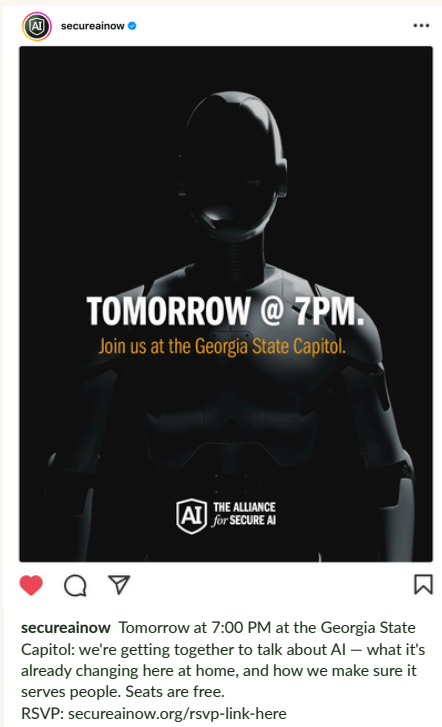
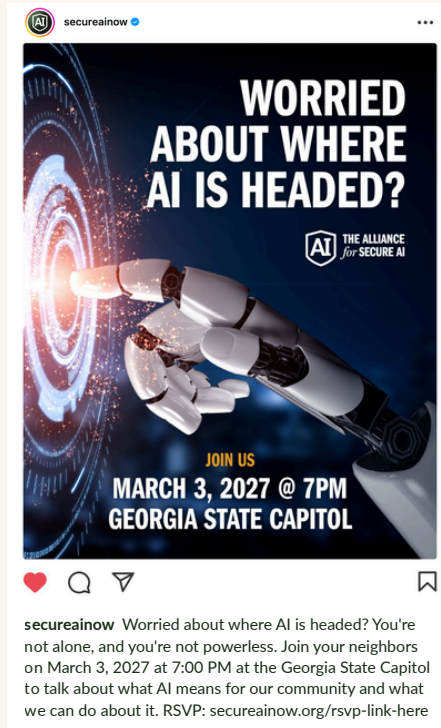
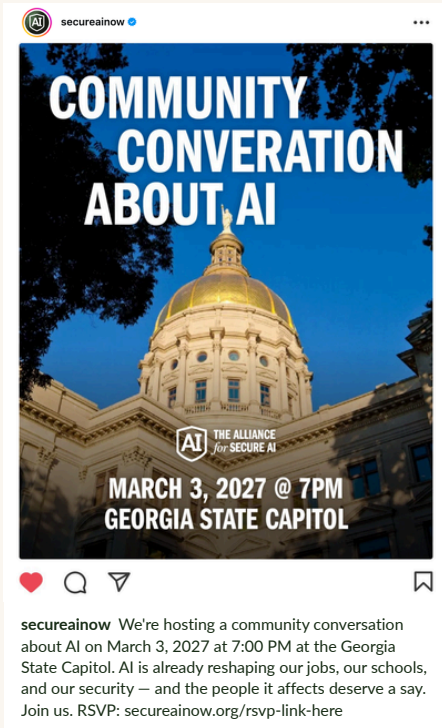
Here's a sample discussion you could have with activists in the room.

The Alliance for Secure AI exists to make sure the development of powerful AI serves America and all of humanity, and that the people affected by it — all of us — have a real say. Tonight's conversation is about what AI is already changing in our community, and what we can do about it together.

- 1** What concerns you most about where AI is headed? What, if anything, makes you hopeful?
- 2** Where is AI already showing up in your daily life: your work, your home, your kids' school?
- 3** Has AI changed your job or your industry? Do you trust the way your employer is using it?
- 4** For parents and grandparents: what worries you about kids growing up with AI chatbots and AI-generated content? Who do you think is making sure these products are safe for children?
- 5** Have you or someone you know been targeted by an AI-powered scam? What would have helped?
- 6** Should the most powerful AI systems be tested for safety before they're released, the way we test new drugs and new aircraft? Why do you think that isn't required today?
- 7** Who do you trust to manage the risks of AI: the companies building it, government, both, neither? What would earn your trust?
- 8** Data centers are being built across the country to power AI. If one were proposed nearby, what would you want to know before it was approved?
- 9** When AI makes a decision about someone's job, loan, or healthcare, who should be accountable for that decision?
- 10** Do you think ordinary people can influence how AI develops? What would change your answer?
- 11** What's one thing you'd want your member of Congress to do about AI this year?
- 12** What's one action you're willing to take this month: record your story, write a letter to the editor, bring this conversation to your workplace or congregation, or host an event like this one?

Discussion conclusion: Thank you for being part of this conversation. The decisions being made about AI right now will shape our jobs, our kids, and our country for decades, and they should not be made without us. Visit the Action Center at secureainow.org to take your next step.

SOCIAL MEDIA



FAQs

1. WHO CAN I CONTACT ABOUT ORGANIZING AN EVENT?

Your Alliance contact at coalitions@secureainow.org. We'll provide an RSVP page, promotional materials, and answer any questions about programming your event.

2. WHAT IS REQUIRED TO HOST AN EVENT?

Have guests RSVP through your event page, run a post-event discussion, make the Action Center ask during the program, and send your photos to the Alliance afterward.

3. CAN OTHER GROUPS CO-SPONSOR AN EVENT?

Yes, and we encourage it. Parent groups, first responders, local artists and musicians, faith communities, unions, veterans organizations, campus groups, and local businesses all make strong co-sponsors, and co-hosting is often the start of a lasting local coalition. Ask attendees to suggest groups that might want to sponsor the next one.

4. CAN THE ALLIANCE CUSTOMIZE MATERIALS FOR MY EVENT?

Yes. Email coalitions@secureainow.org and we'll prepare customized promotional materials for your event.

5. I'VE STILL GOT A FEW MORE QUESTIONS. WHO SHOULD I CONTACT?

We'd be happy to help. Reach out to coalitions@secureainow.org.



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@SECUREAINOW