

# ***Event In A Box – It Can Wait***

## **Awareness Activity**

**Difficulty Level:**

Easy

**Implementation Timeframe:**

Anytime

**Overview:**

AT&T offers a free “Event in a Box” kit that you can order to simulate the dangers of distracted driving through the usage of a virtual reality system! The kit is **free** to “rent” and includes everything you need to engage your peers in an immersive and engaging safety experience.



**Purpose:**

To raise awareness on the consequences of distracted driving and send a message to put down your distractions when driving.

**How to Implement:**

Step 1: Seek permission from your school administration, SADD chapter advisor, or community leader to host this campaign.

Step 2: Request Event in a Box kit from AT&T at least 10 days in advance of your planned event – you can do so here: <https://app.smartsheet.com/b/form/26006e9f7b034ae7>

Step 3: Hand out the flyers during your school lunch period and stick the flyers in places all around your school’s campus or community center. Your goal is to have as many people see your message as possible – you can visit [ItCanWait.com](http://ItCanWait.com) to download free materials.

Step 4: Use social media to give your message more reach! Take photos of your efforts and people reading your literature. Get clever and invent your own hashtags that relate to this activity! Be sure to mention #FLTeenSafeDriver, #ItCanWait, #PutItDown, #JustDrive and any other relevant hashtags.

Step 5: Report back on your outreach using the link and criteria below.

**Reporting Criteria** - Please visit this link to report back on your outreach efforts:  
<https://flteensafedriver.org/project-reporting/>

1. Did you implement this project? Yes/No
2. How many people participated in the VR experience?
3. How many flyers did you post around your campus?
4. Estimate the number of total interactions that may have resulted in person or on social media. Ex: conversations in the lunchroom, morning announcements, retweets, replies from other students or advocates.

**Contact:**

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## AT&T's It Can Wait "Event-in-a-Box" Loaner Program

### **Overview**

For 2019, AT&T will be providing a system that allows those needing It Can Wait Virtual Reality assets for an event to check out an event-in-a-box kit free of charge. This year's kit will have a few additional items that have not been provided in years past. The full inventory list is found below.

The Marketing Arm (TMA) will be responsible for the shipping, receiving and the overall upkeep of these kits throughout the year. To reserve or check out an event-in-a-box kit for your event, simply follow the digital process below.

Those who check out a kit for their event will be responsible for returning the kit in the same condition that it was received in. TMA needs a minimum of 10 business days' notice to reserve a kit. Requesting a kit outside of 10 business days runs the risk of not having the appropriate inventory for your event. If a kit is not available for your requested event, TMA will notify all parties involved and work to schedule another event.

### **Process**

To reserve a kit for your event, please follow the link [here](#) to access the event-in-a-box Reservation Form.

- Once submitted, TMA will be automatically notified and will follow up directly to confirm your event, notify all parties involved that a kit is not available for the requested dates, or request additional information.
- After an event is confirmed, TMA will provide a ship date as well as an expected arrival date for your kit. Included in each kit in addition to the inventory list below, will also be a return label.
- Upon receipt, it is recommended that you perform a quick inventory check so that if something is damaged or is lost in transit, TMA can ship a replacement.
- TMA's contact information will be provided for troubleshooting
- After the event, it will be the responsibility of the event contact to return their kit to a local FedEx. Kits MUST be shipped back within 24 hours of your events completion using the return label.
- Within 5 days of the event, the field team is responsible for submitting a feedback report (link [here](#))

### **Inventory**

1. One (1) Oculus Go headset with the ICW VR Experience Pre-Loaded
  - a. Additional headsets may be provided depending on attendance and availability
2. One (1) instruction sheet that walks through how to access and run the experience
  - a. Staffing WILL NOT be provided. It will be the responsibility of the event contact to run their event as well as the ICW assets.
3. One (1) Pair of Bose Headphones
  - a. Additional headphones may be provided depending on attendance and availability
4. One (1) Pull up banner that displays ICW branded signage
5. One (1) iPad to garner pledges onsite
  - a. TMA's contact information will be provided for troubleshooting
6. It Can Wait promotional items (similar to the 2018 tour)
  - a. Quantity based on attendance
  - b. Additional merchandise may be purchased by AT&T employees from [www.estore.att.com](http://www.estore.att.com)



## Pre-Event Check List

### Overview

For 2019, AT&T will be providing a system that allows those needing It Can Wait Virtual Reality assets for an event to check out an event-in-a-box kit free of charge.

### Points of Emphasis

1. Do an inventory check of assets once received. TMA does a quality check of all assets before shipping, but it is possible for items to be lost during shipping. If an asset is missing notify your TMA contact for immediate replacement.
2. Test and run all assets BEFORE showing up to the event.
  - a. An initial test should be done so that you can familiarize yourself with the technology. TMA does a quality control test on all assets before shipment, but in the shipping process, it is possible for the carrier to damage assets. This rarely happens but as soon as you do not prepare for it, it will happen.
  - b. If you have questions about the experience or need help troubleshooting, please ask prior to showing up onsite. While TMA is available to troubleshoot via the phone, last second inquiries are difficult to provide when the event is only minutes away
3. Charge all devices the night before your event kicks off
  - a. Nothing will flatten an event faster than dead devices. In order start on the right foot, please charge the Oculus head gear before arriving onsite.
4. Before arriving at the event, you should find your nearest FedEx drop off point.
  - a. Assets are due to ship back no later than the next business day, so it helps to know where the nearest FedEx drop off point is. Walgreens now serves as a FedEx drop location for FedEx Express shipments and are usually easier to find than a FedEx specific location. A Return label will be provided in your shipment. From our experience it is easier to drop assets off when returning home post event rather than wait until the next day when you return to your day to day responsibilities.
5. Secure a table for the event. While a simple chair can be used to help consumers view the experience, a table to maintains a professional appearance for items like pop sockets, stickers and headsets when not in use
6. After arrival to your event, it is best to find a high traffic area for setup.
  - a. The most successful tactic to draw more consumers in to view the emperice is for other consumers to see someone in headset. If possible, stay away from room corners or from behind larger event setups. The more visible a person is while taking in the experience, the more engagement you will receive



## **Tips for a Successful Event**

### Planning

- Invite media and local press to event and ask to create a news story
- Tie-in a speaker to the event. Select local personnel that has a high influence in the area or has been personally affected by the dangers of distracted driving
- Invite and secure local public figures to attend: mayor, city council members, etc.
- Work with event coordinator, TMA, and AT&T Brand team to develop social post to release through the event's social media platforms
- Schedule designated times for consumers to engage with the virtual reality equipment
  - High Schools that brought classes in during specific time windows saw high engagements numbers in 2018

### During Event

- Place pull-up banner in a location that has high traffic and will direct consumers to activation space
- When space is slow, be proactive and actively seek people out and invite them to try the virtual reality experience

### Event Don'ts

- Do not depend on word-of-mouth to promote event
- Do not show up to event without an action plan
- Do not post or display any messaging that has not been approved by brand
- Do not stand around the space and wait for people to engage you- engage with the audience
- Do not take or post any pictures of anyone under the age of 18
- Do not take or post any pictures of anyone over 18 that has not taken the pledge and agreed to the waiver on the iPad