



# The Library Programmer's Winter Festival Checklist

A companion resource to  
Arts Brève Vol. 1, No. 7

Use this checklist to transform your library into a vibrant community "Third Place" during the winter season.  
Work through each phase to ensure a memorable, well-organized festival.

## Phase 1: Conceptualization & Funding 6 Months Out

- Define festival goals and community outcomes
- Choose event type (Hygge market, concert, craft fair)
- Research and secure funding / sponsorships
- Book headline talent or keynote speakers

## Phase 2: Permits, Logistics & Volunteers 4 Months Out

- Obtain necessary permits and insurance
- Recruit and organize volunteer teams
- Source vendors, caterers, and rental equipment
- Confirm venue layout and accessibility needs

## Phase 3: Operations & Teaser Marketing 2 Months Out

- Finalize event layout and floor plan
- Order supplies, signage, and decorations
- Launch teaser promotions on social media
- Set up registration or ticketing systems

## Phase 4: Full Campaign & Walkthroughs 1 Month to 1 Week Out

- Roll out full marketing campaign
- Conduct event walkthrough with key staff
- Prepare volunteer packets and assignments
- Confirm all vendor and performer schedules

## Phase 5: Live Execution & Media Day of Event

- Activate social media coverage and live posts
- Manage crowd flow and wayfinding signage
- Ensure branding is visible and consistent
- Capture photos and video for post-event use

## Phase 6: Safety & Contingency As-Needed

- Activate weather backup plan
- Have first aid and emergency contacts ready
- Prepare performer backup options

## Phase 7: Post-Festival Legacy Within 48 Hours

- Send thank-you messages to volunteers/vendors
- Share event highlights with community
- Gather feedback via surveys or social media

## Additional Notes

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