

THE STRATEGY OF LIVE EVENTS

AN ENTREPRENEUR'S GUIDE

Event Planning Timeline

As Early As Possible

- Confirm your event mission & objectives
- Establish event budget
- Confirm big picture details: when, where, how long
- Schedule site visits, book venue & major vendors
- Create guest list or targeted attendee market
- Develop marketing plan
- _____
- _____

6 Months

- Create programming & agenda
- Confirm guest speakers or outside activities
- Create standard operating procedures for emergencies
- Plan site walk-through & prepare initial floorplans
- Send out save-the-date
- Confirm additional vendors
- _____

3 Months

- Create content & materials for the events
- Decide on special promotions, gifts, etc.
- Create Plan B (C, D) for unforeseen circumstances
- Establish guest registration procedure & process
- Determine staffing need for event day(s)
- Send out invitations
- _____
- _____
- _____

1 Month

- Create event packing list
- Reconfirm all vendors & check on payments
- Finalize room setup & guest seating
- Finalize menus & catering needs
- Finalize photographer shot list
- Finalize A/V needs
- _____

2 Weeks

- Send final details to attendees
- Finalize exact timeline for event day(s)
- Reconfirm vendor details (eg. arrival / departure times)
- Send all materials to printer
- Test all technology being used at event
- _____
- _____

1-3 Days

- Reconfirm packing of event materials, signage, etc.
- Reconfirm guest list & seating chart
- Share day-of agenda with all appropriate staff
- Confirm with A/V team that all materials work
- Run through agenda & Plan Bs final time
- Save all vendor contact numbers in your phone
- _____
- _____

Day Of

- Relax! You've got this.
- Begin setup early
- Check sound, presentations, microphones, etc.
- Do run-through with on-site venue & catering managers
- Take note of issues that arise for post-event review
- Train all staff to provide the best guest experience
- _____
- _____

Post-Event

- Send a post-event survey to all attendees
- Send thank-yous to speakers & special participants
- Connect with vendors to thank & provide feedback
- Finalize outstanding venue or vendor payments
- _____
- _____
- _____