

# Event Scheduling Timeline

## **6 to 12 Months Ahead**

Yes No

\_\_\_ \_\_\_ Decide event purpose (raise funds, visibility, celebration, etc.)

\_\_\_ \_\_\_ Choose a theme

\_\_\_ \_\_\_ Visit potential sites

\_\_\_ \_\_\_ Research/appoint an event coordinator/manager

\_\_\_ \_\_\_ Research/select committees/chairpersons

\_\_\_ \_\_\_ Chairperson forms subcommittees

\_\_\_ \_\_\_ Get cost estimates (site rental, food, drinks, sound/lights, etc.)

\_\_\_ \_\_\_ Get recommendations for entertainment; hold auditions

\_\_\_ \_\_\_ Get bids for entertainment

\_\_\_ \_\_\_ Get bids for decorations

\_\_\_ \_\_\_ Get bids for design/printing

\_\_\_ \_\_\_ Get bids for other major items

\_\_\_ \_\_\_ Finance committee drafts initial budget

\_\_\_ \_\_\_ Decide on admission cost

\_\_\_ \_\_\_ Create sponsorship amounts/levels

\_\_\_ \_\_\_ List items to be underwritten and possible sources

\_\_\_ \_\_\_ Research/approach honorees

\_\_\_ \_\_\_ Compile mailing list (individuals/businesses)

\_\_\_ \_\_\_ Check proposed date for potential conflicts, finalize date in writing

\_\_\_ \_\_\_ Get written contracts for site, catering, entertainment, etc.

\_\_\_ \_\_\_ Develop alternative site (if event is outdoors)

\_\_\_ \_\_\_ Consider pre-party event for publicity or underwriting

\_\_\_ \_\_\_ Invite/confirm VIPs

\_\_\_ \_\_\_ Pick graphic artist; begin invitation design

\_\_\_ \_\_\_ Create logo for event with graphic artist

- \_\_\_ \_\_\_ Order hold-the-date cards or other event announcements
- \_\_\_ \_\_\_ Set marketing/public relations schedule
- \_\_\_ \_\_\_ Develop press release and calendar listings
- \_\_\_ \_\_\_ Select photographer; arrange for photos of VIPs, chairmen, honorees
- \_\_\_ \_\_\_ Get biographical information on VIPs, celebrities, honorees, chairmen
- \_\_\_ \_\_\_ Investigate need for special permits, licenses, insurance, etc.

### **3 to 6 Months**

- \_\_\_ \_\_\_ Begin monthly committee meetings
- \_\_\_ \_\_\_ Write/send requests for funding or underwriting to major donors, corporations, sponsors
- \_\_\_ \_\_\_ Request logos from corporate sponsors for printing
- \_\_\_ \_\_\_ Review with graphic artist invitations, programs, posters, etc.
- \_\_\_ \_\_\_ Prepare final copy for invitations, return card, posters
- \_\_\_ \_\_\_ Prepare final copy for tickets
- \_\_\_ \_\_\_ Complete mailing lists for invitations
- \_\_\_ \_\_\_ Order invitations, posters, tickets, etc.
- \_\_\_\_\_ Sign contract with Entertainment Company
- \_\_\_ \_\_\_ Make list of locations for posters
- \_\_\_ \_\_\_ Finalize mailing lists; begin soliciting corporations and major donors
- \_\_\_ \_\_\_ Obtain lists from honorees, VIPs
- \_\_\_ \_\_\_ Obtain radio/TV sponsors, public service announcements, promos
- \_\_\_ \_\_\_ Set menu with caterer for food and beverages
- \_\_\_ \_\_\_ Secure permits and insurance
- \_\_\_ \_\_\_ Get written confirmation of celebrity participation/special needs
- \_\_\_ \_\_\_ Finalize audio/visual contract
- \_\_\_ \_\_\_ Select/order trophies/awards

### **2 Months Ahead**

- \_\_\_ \_\_\_ Hold underwriting or preview party to coincide with mailing of invitations; invite media
- \_\_\_ \_\_\_ Assemble/address invitations (with personal notes when possible)
- \_\_\_ \_\_\_ Mail invitations

- \_\_\_ \_\_\_ Distribute posters
- \_\_\_ \_\_\_ Finalize transportation/hotel accommodations for staff, VIPs, honorees
- \_\_\_ \_\_\_ Obtain contracts for decorations and rental items
- \_\_\_ \_\_\_ Confirm TV/radio participation
- \_\_\_ \_\_\_ Release press announcements about celebrities, VIPs, honorees
- \_\_\_ \_\_\_ Follow up to confirm sponsorships and underwriting
- \_\_\_ \_\_\_ Obtain logos from corporate sponsors for program printing
- \_\_\_ \_\_\_ Review needs for signs at registration, directional, etc.
- \_\_\_ \_\_\_ All major chairpersons to finalize plans
- \_\_\_ \_\_\_ Hold walk-through of event with responsible committees, chairpersons and responsible site staff members at event site
- \_\_\_ \_\_\_ Review/finalize budget, task sheets and tentative timeline
- \_\_\_ \_\_\_ Start phone follow-up for table sponsors (corporate, VIP, committee)

**1 Month Ahead**

- \_\_\_ \_\_\_ Phone follow-up of mailing list (ticket sales)
- \_\_\_ \_\_\_ Place newspaper ads, follow up with news media, on-air announcements
- \_\_\_ \_\_\_ Confirm staff for registration, hosting, other
- \_\_\_ \_\_\_ Write to VIPs, celebrities, program participants, confirm participation
- \_\_\_ \_\_\_ Complete list of contents for VIP welcome packets
- \_\_\_ \_\_\_ Get enlarged site plan/room diagram, assign seats/tables
- \_\_\_ \_\_\_ Give estimate of guests expected to caterer/food service
- \_\_\_ \_\_\_ Meet with all outside vendors, consultants to coordinate event
- \_\_\_ \_\_\_ Review script/timeline
- \_\_\_ \_\_\_ Continue phone follow-ups for ticket/table sales
- \_\_\_ \_\_\_ Continue assigning seats; set head table, speaker's platform
- \_\_\_ \_\_\_ Confirm transportation schedules: airlines, trains, buses, cars, limos
- \_\_\_ \_\_\_ Confirm hotel accommodations
- \_\_\_ \_\_\_ Prepare transportation and accommodations (include arrival time, flight number, airline, person assigned)

- \_\_\_ \_\_\_ to meet flight)
- \_\_\_ \_\_\_ Confirm special security needed for VIPs, event
- \_\_\_ \_\_\_ Prepare welcome packet for VIPs, chairmen, and key staff
- \_\_\_ \_\_\_ Schedule deliveries of special equipment, rentals
- \_\_\_ \_\_\_ Confirm setup and tear down times with event site
- \_\_\_ \_\_\_ Finalize plans with party decorator
- \_\_\_ \_\_\_ Give caterer revised numbers
- \_\_\_ \_\_\_ Meet with chairpersons, key staff to finalize any of the above

**1 Week Before**

- \_\_\_ \_\_\_ Meet with all committees for last-minute details
- \_\_\_ \_\_\_ Finish phone follow-ups
- \_\_\_ \_\_\_ Confirm number attending
- \_\_\_ \_\_\_ Finish seating/table arrangements
- \_\_\_ \_\_\_ Hold training session with volunteers; finalize assignments
- \_\_\_ \_\_\_ Secure two or three volunteers to assist with emergencies
- \_\_\_ \_\_\_ Finalize registration staff
- \_\_\_ \_\_\_ Distribute seating chart, assignments to hosts/hostesses
- \_\_\_ \_\_\_ Schedule pickup or delivery of any rented or loaned equipment
- \_\_\_ \_\_\_ Double-check arrival time and delivery times with vendors
- \_\_\_ \_\_\_ Reconfirm event site, hotel, transportation
- \_\_\_ \_\_\_ Deliver final scripts/ timelines to all program participants
- \_\_\_ \_\_\_ Finalize catering guarantee, refreshments
- \_\_\_ \_\_\_ Confirm number of volunteers
- \_\_\_ \_\_\_ Make follow-up calls to news media for advance and event coverage
- \_\_\_ \_\_\_ Distribute additional fliers
- \_\_\_ \_\_\_ Final walk-through with all personnel
- \_\_\_ \_\_\_ Schedule rehearsals
- \_\_\_ \_\_\_ Schedule volunteer assignments for day of event
- \_\_\_ \_\_\_ Establish amount of petty cash needed for tips and emergencies

\_\_\_ \_\_\_ Write checks for payments to be made for the day of the event

### ***Day Before Event***

\_\_\_ \_\_\_ Lay out all clothes that you will need the day of the event

\_\_\_ \_\_\_ Recheck all equipment and supplies to be brought to the event

\_\_\_ \_\_\_ Have petty cash and vendor checks prepared

### ***Event Day***

\_\_\_ \_\_\_ Arrive early (with your change of clothes)

\_\_\_ \_\_\_ Unpack equipment, supplies and make sure nothing is missing

\_\_\_ \_\_\_ Be sure all VIPs are in place and have scripts

\_\_\_ \_\_\_ Reconfirm refreshments/meal schedule for volunteers

\_\_\_ \_\_\_ Go over all the final details with caterer and setup staff

\_\_\_ \_\_\_ Check with volunteers to make sure all tasks are covered

\_\_\_ \_\_\_ Setup registration area

\_\_\_ \_\_\_ Check sound/light equipment and staging before rehearsal

\_\_\_ \_\_\_ Hold final rehearsal