

Event Timeline Template

Event Name		Event Date	
Event Organizer			

6-Months Prior To Event			
	Task	Start Date	Completion Date
Phase 1	Event Goals & Objectives <ul style="list-style-type: none"> • Who, what, why? • Goals • Objectives 		
	Build Event Team <ul style="list-style-type: none"> • Assign Committee Chairs <ul style="list-style-type: none"> ○ Event Manager ○ Entertainment ○ Publicity ○ Volunteer and Sponsors 		
	Event Budget <ul style="list-style-type: none"> • Hard Costs • Soft Costs • Oh, Sh*t! Fund 		
	Confirm Event Date <ul style="list-style-type: none"> • Keep Key Guests/Speakers schedules in mind • Block time on calendars (internal) 		
	Book Venue <ul style="list-style-type: none"> • Contract negotiation • Sign contract 		
	Book Speakers & Entertainment <ul style="list-style-type: none"> • Contract & costs 		
	Sponsorship Packages <ul style="list-style-type: none"> • Establish levels and costs. • Need a system for tracking 		

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4-Months Prior To Event			
Phase 2	Task	Start Date	Completion Date
	Develop Event Theme <ul style="list-style-type: none"> • #hashtags • Colors • Logo • Tagline • Website • Marketing Materials 		
	Create Rough Draft of Event Agenda		
	Create Promotional & Event Materials <ul style="list-style-type: none"> • Digital and Print • Swag Bag Event Badges		
	Send Sponsor Materials Out		
	Send Save-the-dates		
	Build and Open Event Registration		
	Start teaser marketing tactics		
	Contact Caterers or facility <ul style="list-style-type: none"> • Select Menu • Review needs 		
	A/V Requirements <ul style="list-style-type: none"> • Outsource or use facility • Sign contracts • Sound, Internet and Power 		
	Décor <ul style="list-style-type: none"> • Event Layout • Stage Design • Floral Needs • Facilitation needs 		
	Establish Contingency Plans <ul style="list-style-type: none"> • Venue & Speakers • Weather 		

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2-Months Prior To Event			
	Task	Start Date	Completion Date
Phase 3	Verify all Contracts are signed and returned		
	Review Speakers' Needs <ul style="list-style-type: none"> • Speaker host • Tools for speaker- computer, projector, sound, etc. 		
	Review menu and conference setup, update registration numbers		
	Monitor and Manage Registration List <ul style="list-style-type: none"> • Payments made • Answer questions 		
	Start Ordering Materials <ul style="list-style-type: none"> • Printed materials • Stage design needs • Name Badges • Agendas 		
	Final Facility run through <ul style="list-style-type: none"> • Electrical outlet • Room layout • Registration • VIPs and Speakers 		
	Send Invites (6-8 weeks out)		

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2-3 Weeks Prior To Event			
	Task	Start Date	Completion Date
Phase 4	Organize a checklist of things you need to bring <ul style="list-style-type: none"> • Create a pile so it's ready to go • Check with venue on set up timeframe/storage space. 		
	Supply Box for day of <ul style="list-style-type: none"> • Pens • Sharpie • Tape • Scissors • Thumb tacks • Sticky notes • Memory Sticks • Paper • Batteries • Extra remotes for presentations • Charging cords 		
	Create a phone directory for critical numbers		
	Order signage		
	Final Registration Count to Venue/Caterer		
	Create a Day of Checklist		
	Finalize Agenda		

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3-Days Prior To Event			
Phase 5	Task	Start Date	Completion Date
	Get printed materials and event materials for the event.		
	Print Invoices		
	Turn in Guarantees to facility		
	Reconfirm with speakers		
	Type instructions for staff		
	Get presentations from speakers		

Day Before Event			
Phase 6	Task	Start Date	Completion Date
	Pack all materials		
	Have extra materials on hand, badges, programs, etc.		
	Double check registrations, counts etc. with venue		
	Review instructions with volunteers and staff		
	Review to-do list verify everything done pre-event.		
	Pre-load presentations		
	Walk-through event day and make a list of issues that could go wrong.		

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Day of Event			
Phase 7	Task	Start Date	Completion Date
	Unload everything and check-in with facility staff. <ul style="list-style-type: none"> Get direct numbers 		
	Have your checklist out		
	Set-up registration		
	Set-up presentation rooms		
	Welcome guests and handle registrations		
	Help speakers get set and comfortable with room		
	Ensure all AV equipment is ready and functioning		
	Final run through thinking about challenges and solutions that exist		

After the Event			
Phase 8	Task	Start Date	Completion Date
	Follow up on any balances due		
	Send evaluation to attendees		
	Write thank you letters to speakers and other VIPs		
	Pay invoices		
	Finalize budget with actual costs		
	Evaluate checklist and add anything you missed for next year		
Run through the entire project with team to evaluate what went right, what went wrong and what to prepare for next year.			