



## Medium to Large Event Planning Timeline

This timeline should be used in conjunction with the full event checklist. This is just the timing of how the details of the event should unfold to help keep you on track.

### 8 to 6 Months Out

- Create a committee to help plan and run the event
- Set the date- Checking all calendars involved (School, hosts, President's office, speakers, etc.)
- Secure a location (see additional information as to what this includes in step two of toolkit)
- Invite and confirm speakers
- Design a theme and brand feel for the event
- Nail down exact budget (then deduct 10% to use as actual amount to ensure you won't go over)

### 4 Months Out

- Compile guest list
- Assess any special needs of attendees/events might have
- Start to narrow down vendors list (this is your negotiation process time: Do your research!)
- Design invitations and establish how attendees will be able to access information about event
- Plan how you will market your event both before and during (banners, etc.)

### 12 Weeks Out

- Finalize guest list
- Order and receive your invitations (remember this is the first impression your guest will have)
- Select Caterer and discuss/sample menu
- Contact florist and discuss needs/ideas
- Reserve photographer, audio-visual equipment, etc. (make sure you consult with your presenters)
- Reserve any special entertainment- musicians, DJ's etc.
- Develop a program for event (how things will run, or a timetable)

## 6 Weeks Out

- Send invitations (save time/ headache by ensure the right postage is applied and taking the invites directly to the post office instead of using campus mail.
- Create a log to track RSVP's (ensure anyone who could take a call from an attendee knows how to use the log and has the information necessary for the event to answer questions
- Request for volunteers and staff to run the event (know who will stay on task)
- Anticipate any venue issues: Parking, lighting, signage, seating etc.
- Confirm again with speakers, ask for outline of talk or presentation

## 3 Weeks Out

- Finalize menu with caterer (should start to have a tentative headcount)
- Prepare attendee nametags, table assignments, etc. as RSVPs come in
- Help arrange any special travel needs (transportation, lodging, campus tours)
- Have programs printed and any other promotional materials delivered or secured

## 2 Weeks Out

- Follow up with any invitees that have not responded
- Set up a briefing meeting for President, etc. of event
- Develop a photo shoot list to give to photographer
- Develop a final list of all vendors with their contact/contract attached

## 1 Week Out

- Prepare guest packets
- Confirm head count with caterer
- Confirm services from all vendors
- Brief faculty and volunteers on event workings

## Week of Event

- Confirm total count with any vendors (last time for last minuet requests)
- Make sure your gifts and wrapped or delivered
- Confirm speeches (ensure all presenters are ready and have the tools they need

## Day of Event

- Oversee vendor setup
- Delegate* and ensure that "day-off" assignments are being carried out
- Walk through site before any guest arrive

- Check AV connections
- Act as host-be there, its your event!

**Post Event (within a week or so)**

- Make sure all accounts are paid out in full
- Send out thank you letters (include pictures where possible)
- Complete budgeting chart
- Fill out Post-Event Evaluation and debrief planning committee.