

EVENT PLANNING TIMELINE

This timeline provides a checklist for your program. Adapt the timeline to your own particular needs and establish your own “ideal” and “can’t-miss” due dates.

FROM 6 - 12 MONTHS OUT

- Determine the objective of the meeting or event and develop the program and budget.
- Request tour of Legends Banquet & Special Event Center site and book support services. (Check calendar of Turner Field to avoid conflicting events and parking.)
- Research an event coordinator/manager.
- (If required) Research/select committees/chairpersons and form subcommittees.
- Choose an event theme.
- Get cost estimates (event site rental, food, beverages, sound/lights, etc.)
- Request booking agreement with Legends, sign and return with required deposits.
- Request bids for services from Verified Vendors (cake, entertainment, decorations, design/printing, etc.)
- Draft initial budget.
- (If required) Decide on admission cost.
- (If required) Create sponsorship amounts/levels.
- List items to be underwritten and possible sources.
- Research/approach honorees and guests of honor.
- Compile mailing list (individuals/businesses.)
- Recheck proposed date for potential conflicts, finalize date in writing with booked services.
- Verify all written vendor contracts.
- 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 event announcements.
- Set marketing/public relations schedule.
- Develop press release and calendar listings.
- Select photographer; arrange for photos of VIPs, chairmen, honorees, bride & grooms, etc.
- Get biographical information on VIPs, celebrities, honorees, chairmen.
- Investigate need for special permits, licenses, insurance.
- Make travel and lodging arrangements.

FROM 3 - 6 MONTHS OUT

- (If required) 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 marketing materials.
- Finalize mailing lists; begin soliciting corporations and major donors.
- Obtain lists from honorees, VIPs.
- Set menu with caterer for food and complete beverage package with Legends.
- Compile mailing list (individuals/businesses.)
- Obtain radio/TV sponsors, public service announcements, promos.
- Verify parking arrangements for attendees at Legends.
- Secure permits and insurance.
- Get written confirmation of celebrity participation/special needs.
- Finalize audio/visual contract.
- Select/order trophies/awards.
- Confirm time line, room setups and supplies in writing with your Legends event manager.
- Invite speakers and inform them of attendees and the facilities of the hotel, including audiovisual capabilities.
- Mail attendees the agendas, suggested dress and other instructions as needed.

FROM 2 MONTHS OUT

- Order gifts and amenities. Arrange deliveries of gifts (and event registration materials) with your lodging contact.
- Obtain contracts for decorations and rental items.

EVENT PLANNING TIMELINE (continued)

FROM 2 MONTHS OUT (continued)

- Hold underwriting or preview party to coincide with mailing of invitations; invite media.
- Finalize transportation/hotel accommodations for staff, VIPs, honorees.
- Confirm TV/radio participation.
- Set up master account for your event charges with Legends and the hotel (authorize who can sign charges).
- Release press announcements about celebrities, VIPs, honorees.
- Follow up to confirm sponsorships and underwriting. Review needs for signs at registration, directional, etc.
- Check with your speakers regarding the progress of their presentations, audiovisual and logistical arrangements.
- All major chairpersons to finalize plans.
- Hold walk-through of event with responsible committees, chairpersons and responsible site staff at Legends.
- Review/finalize budget, task sheets and tentative time line.
- Start phone follow-up for table sponsors (corporate, VIP, committee.)
- Make travel arrangements.

AT LEAST 5 WEEKS BEFORE YOUR MEETING

- Monitor speakers' presentation development and offer assistance in reproducing any handouts.
- 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.
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- Write to VIPs, celebrities, program participants, confirm participation.
- Confirm menus, room setups and supplies in writing with your event manager.
- 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/time line.
- Continue phone follow-ups for ticket/table sales.

- Continue assigning seats; set head table, speaker's platform.
- Check with your speakers regarding the progress of their presentations, audiovisual and logistical arrangements.
- Submit rooming list to hotel and confirm arrangements for amenities.

AT LEAST 1 WEEK BEFORE YOUR MEETING

- Ship materials to arrive 24 hours before your arrival, and confirm arrival before leaving your office.
- Confirm all audiovisual requirements and produce slides.
- Make arrangements for shipping materials back to your office after the meeting.
- Confirm (72 hours in advance) your meal and beverage counts for the first day food functions.
- Take a complete master set of all handouts with you. (If your shipment of materials is lost or delayed, you can arrange to have your master set photocopied.)
- 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/ time lines 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.

EVENT PLANNING TIMELINE (continued)

1 WEEK BEFORE YOUR EVENT (continued)

- 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.

DAY OF EVENT

- Arrive early (with your change of clothes.)
- Unpack equipment, supplies and make sure nothing is missing.
- Sign banquet checks each day and keep an ongoing record of your on-site expenses.
- Be sure all VIPs are in place and have scripts.
- Arrive early for the event for set-up.
- Meet vendors at the event and assist with set-up.
- Reconfirm refreshments/meal schedule for volunteers.
- Go over all the final details with caterer and setup staff.
- Check with volunteers to verify all tasks are covered.
- Setup registration area.
- Check sound/light equipment and staging before rehearsal.
- Hold final rehearsal.
- Check function space one hour in advance.
- Notify your event manager immediately of any changes in your plans or requirements.
- Pick up performer/vendor and get to performance site.
- Compile performer requests in dressing room.

DAY OF EVENT (continued)

- Greet guests at the door.
- Have fun!

AFTER YOUR EVENT

- Clean up, remember that your reservations location may have special clean up regulations.
- Pay all contracts and close outstanding invoices.
- Double check that you packed up everything prior leaving the location.
- Meet with your event manager to review your sessions, charges and receipts.
- Share with your event manager the names of personnel who have provided extraordinary service.

POST-EVENT EVALUATION

- 1. Did you meet your goals/objectives with this event?
- 2. Did you meet your budgetary goals?
- 3. Did you have enough help for the event?
- 4. List what you could have done differently to make the event better/more productive?
- 5. Did you have enough advertising/PR for the event?
- 6. List how you could have made this event better?
- 7. Was your event executed in a professional manner?
- 8. Did you face any group conflict with this program? What was it? How was it resolved? What could have been done differently?
- 9. Evaluate if you would bring each vendor/performer in again? Rate the value of purchased service.
- 10. Would you execute a similar program in the future?
- 11. List all changes you would make.
- 12. How does this program allow us to grow as a group, officers, and leaders?
- 13. Was it a good program?

Notes: _____

