

EVENT PLANNING TIMELINE

Up to 1 year in advance (Depending on size of event)

- Confirm date & venue – meeting space/accommodation (sign contract & provide deposit)
- Confirm Key-note speakers (confirm bio/photo for publicity)
- Secure Sponsorship

Up to 9 months (Annual Conferences & Exhibitions)

- Determine general outline & program schedule to allow for pre-registration, create website
- Send “Save the Date” announcements
- Make travel arrangements (out of province/international)

Up to 6 months (Large Annual Events, Dinners, Various Training Sessions)

- Determine general outline to allow for rsvp, create advertisement
- Send out exhibitor registration
- Send “Save the Date” announcements
- Make travel arrangements (in province)

3 months

- Create guest list (Large Annual Events, Dinners, Various Training Sessions)
- Deadline for exhibitor registration
- Set-up attendees’ registration –online/mail in (Annual Conferences)
- Draft program of events/agenda
- Book entertainment/photography/videography/speakers
- Assemble event team/volunteers –hold a meeting

2 months

- Finalize concept/agenda
 - Book catering
 - Book A/V (determine speakers special requirements)
 - Confirm exhibitor requirements (electrical, table, chairs)
 - Confirm booklist (for speakers/sessions)
 - Design Print – Invitations, maps, rsvp cards
 - Book Florist
 - Send invitations
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1 month

- Distribute draft program to key participants
- Design Print: Registration Packs/Program/Menu Cards
- Recruit & assign duties to staff as needed from volunteers
- Send Press Release
- Send Reminders in Media
- Meet with Event team & venue coordinator
- Registration deadline (large conferences)
- Get approvals on Marketing Material from Venue and Sponsors

2 weeks in advance

- Final RSVP date (annual dinners, training sessions/workshops)
- Send letter of confirmation to main speakers/VIPS (include schedule, travel details, arrangements for accommodation, meals & transportation)
- Send letter of confirmation to session chairs/introducers (include session times & bio of presenters)
- Send registered participants; map, registration times (large conferences)
- Confirm entertainment
- Confirm total numbers with catering/special meal requirements

1 week in advance

- Confirm seating arrangements/exhibitor layout
- Make place cards/nametags
- Print signage (direct to location of event, registration location, workshop times & room #'s, directional to meal locations)
- Prepare box of supplies (tape, pins, sewing kits, markers etc.)
- Print program/registration packs (program, venue map, local area maps/info)
- Hold a pre-event meeting with your venue coordinator to review entire event

Day before event

- Place directional signage (exterior/interior)
- Start event set-up if available
- Compile Registration Packages/Programs

Day of event

- Walk through at venue
- Photographer walk-through
- Delivery from florist
- Deliveries of rentals/equipment

Set-up A/V- test

Final adjustments to seating/floor plan/place reserved/VIP seating signs

Set-up Registration/Welcome area

Following the event

Make sure all items were returned, borrowed/rented

Finalize all billing

Send thank you notes to volunteers/VIPS/staff

Send thank you/feedback forms to attendees/participants

Prepare a detailed binder of notes of event, samples of all materials i.e.: speaker's notes, programs invitations, menus etc.

Connect on Campus with Georgian Conference & Event Services!

www.meetatgeorgian.com
