

Event Planning Timeline

Black Tie Awards Ceremony/Sporting Event – Generic Timeline

7-8 MONTHS PRIOR

- Initial meeting with location
- Initial meeting with key sponsor
- Determine a budget
- Choose a date
- Determine sponsorship packages
- Determine categories for nomination
- Committee Meeting

6 MONTHS PRIOR

- Sell Sponsorships
- Committee Meeting

5 MONTHS PRIOR

- Determine special speakers/events at dinner
- Secure dinner entertainment/MC
- Committee Meeting
- Determine rules/regulations
- Sell sponsorships

4 MONTHS PRIOR

- Design/copy entry forms
- Produce call for entries promotions (TV, Radio, Print, etc.)
- Committee Meeting
- Determine entry deadline
- Sell sponsorships

3 MONTHS PRIOR

- Call for Entries begins
- Distribute entry forms
- Send letters to groups soliciting entries
- Call for Entry promotions begin
- Committee Meeting
- Sell sponsorships
- Draft Program book

2 MONTHS PRIOR

- Entry Deadline
- Committee Meeting
- Sell last sponsorships
- Selection Committee meets to determine winner(s)

Event Planning Timeline

Announce winner(s)
Ticket sales for dinner event begin
Photograph winner(s) for program book
Secure all staff/volunteers to help with dinner
Order Awards
Set menu/decorations
Send press release announcing winner

30 DAYS PRIOR

Dinner programs to print
Review menu with caterer
Review decorations with decorator
Awards in house
Script for MC/rehearse
Take dinner reservations
Call in count to caterer
Volunteer training
Leadership training
Press releases out
Meeting with News

EVENT

1 MONTH AFTER

Debriefing (within 7 days)
Thank you promos/ads
Thank you letters
Return all rentals
Congratulations letters to all winners
Re-sign all sponsors—get testimonials
Thank you letters
Return all rentals
Mail/distribute all grand prizes
Re-sign all sponsors—get testimonials



Event Planning Timeline

Meeting Planning – Generic Timeline

7-8 MONTHS PRIOR

- Determine location
- Determine goals
- Select a date
- Check on availability of speakers and presenters
- Determine a budget
- Determine attendee cost projection
- Place meeting on company schedule/calendar
- Develop agenda for meeting
- Set information packet release date

6 MONTHS PRIOR

- Marketing pieces to print
- Design stage layout
- Design display area
- Design meeting space
- Mail marketing pieces
- Begin to make presenter travel arrangements

5 MONTHS PRIOR

- Order signage for event
- Develop staff job descriptions

4 MONTHS PRIOR

- Follow up with speakers on requested information/tools
- Review use of facility
- Order sales/display area product
- Prepare weekly updates for management team

3 MONTHS PRIOR

- Order any giveaways or pre-printed items
- Prepare all registration material
- Check on VIP needs

2 MONTHS PRIOR

- Select menu for food functions
- Review final room configuration and housing lists for accuracy
- Send final spec sheet to facility
- Prepare any event handouts
- Review staff work schedules

Event Planning Timeline

Review final program schedule
Make any signs needed

30 DAYS PRIOR

Compile all registration packets
Giveaways in house
Pre-printed items in house
Prizes in house
Review food/beverage needs
Update registration lists/distribute
Prepare all materials to be shipped to location of meeting
Make sure all shipments have arrived
Communicate any program changes to facility
Confirm all housing with facility
Prepare event-binder for managers with pertinent event info

DAY PRIOR

Pre-conference meeting with facility staff
Inventory shipped items
Review all room set ups with facility staff
Check all AV to be certain it is working
Review billing procedures
Review food and beverage needs
Follow up on any VIP arrangements
Amenities ordered for VIPs
Meet with conferences manager to determine where items are staged/placed
Hang signage for event
Prepare registration area
Check facilities “reader board” for accuracy

EVENT

Check comfort of meeting room temperatures
Recount chairs in rooms
Recheck all signage placements
Review registration procedure with staff
Greet presenters/VIPs
Distribute event evaluations to attendees
Collect evaluations
Review check-out challenges
Secure all materials being returned to company
Be the last person to leave the site

1 MONTH AFTER



FOUNDATION
UNIVERSITY OF SOUTH FLORIDA

Event Planning Timeline

Debriefing (within 7 days)
Review all bills and pay them
Thank you letters
Return all rentals