

# 18 MONTHS

## BEFORE THE EVENT

- Determine the event objective/theme
- Decide on a date
- Pick a city/location
- Secure a convention center/event space
- Finalize an overall event budget
- Decide on ticket price
- Solicit event sponsorship
- Hotel block reservations
- Organize any and all RFPS/contracts/deposits
- Put together a marketing plan
- Send out a save the date email
- Put together a rough agenda with ideas for sessions

## NOTES

# 12 MONTHS

## BEFORE THE EVENT

- Build your event website
- Configure your event app (if applicable)
- Book speakers and collect bios
- Finalize programming and educational sessions
- Implement your marketing strategy
- Consider offering an early bird registration discount
- Decide what kind of event security you'll need

### **Interested in taking networking opportunities to the next level?**

Welcome receptions and quick coffee breaks aren't cutting it anymore when it comes to conference networking. Here's a solution that will save you time, reduce your stress, and let your attendees pre-select the types of people they're interested in meeting. [Learn More >>](#)

## NOTES

# 6-8 MONTHS

## BEFORE THE EVENT

- Finalize any catering needs
- Configure your event app (if applicable)
- Book speakers and collect bios
- Finalize programming and educational sessions
- Implement your marketing strategy efforts
- Check in on event budget

### Did you know?

A recent study by the International Association of Exhibitions and Events (IAEE) found that 76% of nearly 9,000 participants cited networking opportunities as a top factor when deciding whether or not to attend a conference or event.

That's a pretty staggering statistic. Here's how to ensure you're connecting the right people. [Learn More >>](#)

## NOTES

# 3 MONTHS

## BEFORE THE EVENT

- Collect any presentation submissions
- Order conference materials and SWAG
- Place orders for any print signage or posters
- Confirm all sessions, dates, and times
- Check in on event budget

# 1 WEEK

## BEFORE THE EVENT

- Deliver signage and materials
- Confirm final numbers with catering
- Backup all presentation materials
- Check AV arrangements
- Send welcome/what to expect email

NOTES

# THE DAY OF

## THE EVENT

- Hang signage and posters
- Set up and organize registration desk
- Brief staff and go over any important information

# DURING

## THE EVENT

- ~Try to enjoy yourself
- Collect feedback from attendees as much as possible
- Meet with vendors and speakers

# AFTER

## THE EVENT

- Rest. Trust us -- you need it
- Send thank you letters
- Post-conference meeting with team. Talk about what went well and what can be improved