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| **3-6 MONTHS BEFORE EVENT** |
|  | Define event partners. |
|  | Define purpose of the event:* Who is the target audience?
* What do you want them walking away thinking/doing?
 |
|  | Define event format (in-field, in-person workshop, virtual, etc.) |
|  | Select dates. (2-3 dates suggested if booking speakers.) |
|  | Develop rough agenda, including suggested speakers. |
|  | Prepare budget spreadsheet. Allocate costs for speakers, venue, catering, marketing, etc. |
|  | Investigate venue options.* Availability
* Capacity
* Cost
* Is catering available?
* A/V (screen, projector, mic, etc.)
* Parking
 |
|  | Book venue. Sign contract and pay deposit, if required. |
|  | Confirm venue layout / floorplan options. |
|  | Know the space:* Will it be echo-y?
* What are light conditions for PowerPoints?
* HVAC
 |
|  | Contact and book speaker(s). Confirm total speaker costs (speaking fees, travel, etc.) |
|  | Create and deploy Save-the-Dates |
|  | Determine if press release is required. |
|  | Create audience list and issue invitations to special guests. |
|  | Determine whether sponsorship is required and whether additional sponsors are needed. |
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| **2-3 MONTHS BEFORE EVENT** |
|  | Finalize agenda. |
|  | Request CEUs/CCH/PARP credits if needed. |
|  | Confirm and finalize travel arrangements, hotel needs. |
|  | Identify any presentation needs (PowerPoint, handouts, etc.) |
|  | Confirm venue is booked. |
|  | Catering:* On-site or external? Contact local caters if external.
* Review menu options, availability, cost, logistics for on-site set-up.
* Book caterer. Confirm last date to alter number of meals.
 |
|  | On-line registration complete. |
|  | Complete flyer. Confirm:* Start/Stop Times
* Registration dates same as on-line.
* Confirm phone-in, email, on-line registration instructions.
* Distribute 6 weeks before event
 |
|  | Sponsor goals met. |
| **4-6 WEEKS BEFORE EVENT** |
|  | Press release completed. Distribute 3-4 weeks prior to event. |
|  | Distribute flyer. |
|  | Book tables, chairs, port-a-pots if needed. |
|  | Confirm who brings projects, screens, laptops, clickers. |
|  | Confirm who brings/deploys directional signs to event if needed. |
|  | Create event survey. |
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| **3 WEEKS BEFORE**  |
|  | Speaker round-up. Ensure everyone know who is speaking on what topic along with audience demographics. |
|  | Confirm travel arrangements, hotels booked. |
|  | Contact local invitee list. (farmers, landowners, elected officials) |
|  |  |
| **2 WEEKS BEFORE EVENT** |
|  | Confirm EVERYTHING – catering, supplies, location, speakers, AV, port-a-pot, etc. |
|  | Follow up attendee/guest lists, personal invitations. |
|  |  |
| **1 WEEK BEFORE EVENT** |
|  | Finalize attendee list. |
|  | Review catering order. |
|  | Create sponsor PowerPoint if using. |
|  | Finalize/confirm supplies list – who is bringing what. |
|  |  |
| **2 DAYS BEFORE EVENT** |
|  | Test AV Equipment |
|  | Print or email registration list if needed |
|  |  |
| **DAY/NIGHT BEFORE EVENT** |
|  | Walk site/venue if required. |
|  | Set-up tables, chairs, etc. if possible. |
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| **DAY OF EVENT** |
|  | Tables/Chairs |
|  | Refreshments/Refreshment Table |
|  | Signage |
|  | Registration Table |
|  | A/V |
|  | Confirm speaker handler(s), catering handler(s), time-keeper(s) |
|  | Sign-in arrivals |
|  | Review how to alert times w/ speakers as they are presenting. |
|  | Seating 3-5 minutes before start. |
|  | Event survey instructions to attendees. |
|  | Dismantle Room |
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| **POST EVENT** |
|  | Guest/speaker/volunteer feedback. |
|  | Suggestions for improvement. |
|  | Send thank you’s* Speakers
* Exhibitors / Sponsors
* Stakeholders
* Volunteers
 |
|  | Survey Review – was the event on-point and effective. |
|  | Pay remaining catering fees. |
|  | Pay remaining speaker fees, if needed. |
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