

EVENT PLANNING MILESTONE TIMELINE

Project: Annual Corporate Gala 2024 Lead Planner: Alexandra Sterling Event Date: October 15, 2024

Concept & Venue Selection

Define event goals and budget allocation.
Site visits and venue contract execution.

6 MONTHS OUT

Vendor Procurement

Confirm catering, AV, and floral designers.
Open registration portal and send "Save the Date".

4 MONTHS OUT

Programming & Logistics

Finalize speaker lineup and run-of-show.
Arrange transportation and lodging for VIPs.

2 MONTHS OUT

Final Coordination

Menu tasting and final guest count deadline.
Scripting and presentation deck review.

1 MONTH OUT

Execution

On-site rehearsals and technical walkthroughs.
Load-in and floor plan verification.

EVENT WEEK