

EXECUTIVE EVENT PLANNING TIMELINE

PROJECT: _____ DATE: _____

TIMELINE PHASE	KEY DELIVERABLES & ACTIONS	STATUS
6-12 Months Out	<ul style="list-style-type: none">• Establish primary goals and ROI metrics• Secure venue and confirm dates• Draft preliminary budget and master plan	
4-5 Months Out	<ul style="list-style-type: none">• Launch marketing campaign and registration• Finalize keynote speakers and contracts• Select catering and AV vendors	
2-3 Months Out	<ul style="list-style-type: none">• Finalize program schedule and sessions• Coordinate VIP travel and accommodations• Review site logistics and floor plans	
1 Month Out	<ul style="list-style-type: none">• Order signage and promotional materials• Confirm final headcounts with vendors• Distribute executive briefing packs	
Event Week	<ul style="list-style-type: none">• On-site walkthrough and rehearsal• Staff briefing and role allocation• Registration setup and material distribution	

**TIMELINE
PHASE**

KEY DELIVERABLES & ACTIONS

STATUS

Post-Event

- Financial reconciliation and invoicing
- Attendee feedback analysis
- Post-mortem executive summary report