

EVENT PLANNING TIMELINE

PROJECT: _____

EVENT DATE: _____

LEAD: _____

PHASE 1: CONCEPTION & STRATEGY (12-18 Months Out)

DONE	MILESTONE TASK	TARGET DATE	ASSIGNMENT
	Define event goals, objectives, and KPIs		
	Establish preliminary master budget		
	Venue scouting and site inspections		

PHASE 2: DESIGN & VENDORS (6-12 Months Out)

Finalize core vendor contracts (AV, Catering, Talent)

Launch marketing campaign and registration site

Open call for speakers/abstracts

PHASE 3: EXECUTION & LOGISTICS (3 Months - Go-Live)

Finalize Run of Show (ROS) and scripts

On-site staff briefings and volunteer training

Finalize registration lists and floor plans

Internal Planning Document ~~â€¢~~ Confidential ~~â€¢~~ Printed on: _____