

# EVENT PLANNING TIMELINE

Project: Annual Gala 2024

Target Date: October 15

## Phase 1: Concept & Strategy (6-12 Months Out)

Month 12	Define event goals, objectives, and budget baseline	Project Lead
Month 11	Secure venue and confirm primary event date	Operations
Month 10	Draft guest list and speaker/performer wish list	Committee

## Phase 2: Coordination & Marketing (3-6 Months Out)

Month 6	Launch event website and early bird registration	Marketing
Month 5	Finalize catering menus and AV requirements	Operations
Month 4	Send "Save the Date" notifications (Digital/Print)	Marketing

## Phase 3: Execution & Final Polish (1 Month Out)

Week 4	Finalize script, floor plans, and seating charts	Project Lead
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Week 2                      Confirm final headcounts with vendors                      Operations

Day -1                      On-site walkthrough and rehearsal                      Full Team

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