

STRATEGIC EVENT PLANNING TIMELINE

Document Ref: EVT-2024-TMP

Event Name: _____

Target Date: _____

Project Lead: _____

Budget Cap: _____

PHASE	KEY STRATEGIC MILESTONES	DEADLINE	STATUS
Concept & Strategy (6-12 Months Out)	<ul style="list-style-type: none">â€¢ Define event objectives and KPIsâ€¢ Determine budget allocation and ROI targetsâ€¢ Site selection and venue contract execution		
Programming (4-6 Months Out)	<ul style="list-style-type: none">â€¢ Curate speaker lineup and session topicsâ€¢ Launch marketing campaign and early-bird ticketsâ€¢ Finalize vendor partnerships (AV, Catering, Tech)		
Operational Detail (2-3 Months Out)	<ul style="list-style-type: none">â€¢ Finalize floor plans and registration flowâ€¢ Review collateral designs and branding assetsâ€¢ Coordinate travel and VIP requirements		
Execution Prep (1 Month Out)	<ul style="list-style-type: none">â€¢ Final headcount confirmation to vendorsâ€¢ Staff briefing and Run-of-Show		

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	distribution â€¢ On-site technology and connectivity dry-runs		
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Post-Event (+1-2 Weeks Out)			
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	â€¢ Data analysis and KPI reporting â€¢ Attendee feedback surveys and debrief â€¢ Final financial reconciliation		
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Confidential Strategic Planning Document â€¢ For Internal Use Only