



## Sample Timeline

This sample timeline is only a portion of one prepared for a small conference.

DATE <i>By what date should this activity happen? (At least this far ahead).</i>	ACTIVITY <i>What needs to be done?</i>	RESPONSIBILITY <i>Who is responsible for making sure that this activity happens?</i>	STATUS <i>Is activity complete or pending, or any other useful information.</i>
8 months out	Develop theme for event (such as Health & Wellness for the 21st Century)	Event Committee	
	Research & book facility for event	Staff	
	Book guest room block, if required		
	Research possible keynote speakers & determine availability	Event Committee & Staff	
7 months out	Research possible workshop presenters & determine availability	Event Committee & Staff	
	Develop draft budget, both revenue & expenses	Staff	
6 months out	Invite keynote speakers	Staff	
	Invite workshop presenters	Staff	
	Develop event marketing plan	Event Committee & Staff	
	Develop sponsorship marketing plan	Event Committee & Staff	
	First event marketing piece to	Staff	

	target audience		
	Commence sponsorship marketing activity	Event Committee & Staff	
4 months out	Commence any media advertising included in event marketing plan	Staff	
	Second event marketing piece to target audience	Staff	
	Determine audio-visual requirements	Staff	
3 months out	Update budget, start to indicate actual revenue & expenses against budgeted amounts	Staff	
	Next phase of media advertising, if planned	Staff	
	Confirm arrangements with all speakers	Staff	
	Order delegate materials – e.g. bags, lanyards, notebooks, pens, T-shirts	Staff	
	Third event marketing piece to target audience	Staff	
	Order all required audio-visual equipment	Staff	
2 months out	Determine meal and break menus	Staff	
	Fourth marketing piece to target audience	Staff	
	Arrange for volunteers/additional staff for event, e.g. registration desk, security	Staff	
1 month out	Start to develop attendee material, e.g. program,	Event Committee & Staff	

	session handouts, maps		
	Send confirmation to all paid event attendees	Staff	
	Send final confirmation to all speakers	Staff	
	Update budget	Staff	
3 weeks	Confirm audio visual needs with supplier	Staff	
	Confirm move-in arrangements with event facility	Staff	
2 weeks	Finalize attendee material & produce/print	Staff	
1 week	Develop production schedule for the day(s) of the event	Staff	
48 hours	Confirm final number of attendees with facility for all catered events (remember to include speakers, volunteers and staff)	Staff	
24 hours	Pack up all event material & deliver to facility	Staff	
Day of	Arrive early and wear comfortable shoes	Everyone	