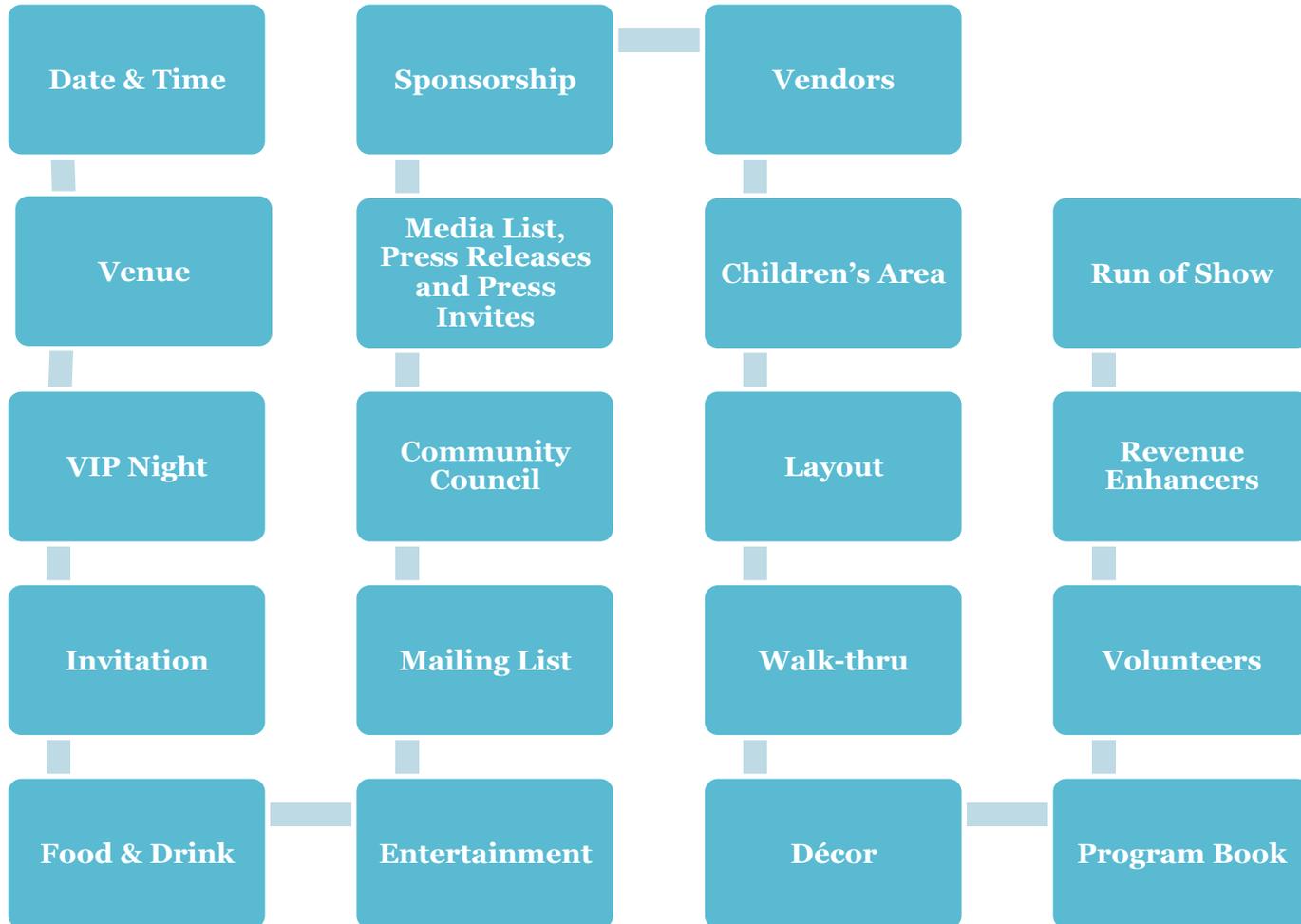


EVENT MANAGEMENT FLOW CHART



EVENT TIMELINE

Annual Event

- Plan on a 10 month schedule
- Main event, with a few smaller events prior
 - Smaller events are hosted to spark enthusiasm, increase awareness and membership, generate action and contributions

7-10 months prior to the event

- Type of event
- Goals & budget
- Timeline
- Recruit committee members
- Solicit proposals from vendors – venue, caterers, etc.
- Determine target audience and start creating a mailing list
- Reserve event site
- Make sure the charity has representation at your meetings
- Create media list
- Schedule pre-events
- Get event printed in calendar sections of local paper, magazines, etc.
- Schedule monthly meetings, then weekly meetings closer to event, and as needed

EVENT TIMELINE

6 months prior to event

- Assemble your team
- Assign Duties
- Refine invitation list – Design and Send Save the Date
- Contact state, local or national organizations to schedule announcement or speaking engagements for your event
- Prepare sponsor package and any presentation materials
- Send press releases
- Update Website, add online ticket sales – unless it's a gala
- Check to see if you need insurance, liquor licenses, permits etc.
- Hire photographer

5 months prior to event

- Continue to refine mailing list
- Design invitation
- Offer to speak to local clubs and organizations
- Contact local companies for contributions and sponsorships
- Confirm – location, food, entertainment and AV needs
- Parking
- Media
- Continue your outreach efforts

EVENT TIMELINE

4 months prior to event

- Order invitations
- Media efforts
- Select and order take-away gifts, souvenirs, etc.

3 months prior to event

- Send advance invitations to Sponsors & Underwriters
- Send invitations to prominent people
- If you have a charity spokesperson, celebrity guest, etc. make sure arrangements are confirmed
- Network with officials and community leaders
- Press release and picture of the event team
- Follow up with caterer, rentals, etc.
- Finalize invitation and mailing list

EVENT TIMELINE

2 months prior to event

- Prepare to mail invitations
- Schedule meeting to address invitations
- Have committee members write personal notes with the invitation
- Follow up with the key invitees to make sure they are attending
- Meet with key officials or community business leaders to discuss the event and stimulate more interest and involvement
- Send press release with photo of key people – Honorary Chair, Chair, Celebrity, Spokesperson, etc.

1 month prior to event

- Determine your receiving line (if extremely formal) – Honorary Chair, Chair, Charity Director of Development & President, Board of Directors
- Confirm speaker, entertainment
- Track RSVP
- Prepare Run of Show
- Seating Chart
- Prepare program
- Program book printed
- Press release
- Establish a Plan B – speaker, bad weather, etc.

EVENT TIMELINE

1 week prior to event

- Send final press release to media
- Confirm catering, AV, seating, rest rooms, first aid, photographer, supplies, flowers, décor, entertainment, etc.
- Review RSVP list
- Provide caterer with final numbers
- Tweak run of show and talking points
- Brief your keynote speaker, Emcee, etc.
- Create event layout – send out prior to event
- Walk through with committee & volunteers

Event Day!

- Follow event layout – have extra copies
- Provide transportation for dignitaries, speakers, etc.
- Set up registration table
- Set up media registration table with press kits (if appropriate)
- Display table assignments at the entry
- Be sure greeters and ushers are in place
- Circulate!
- For any last minute cancellations, have your volunteers fill in at the tables for a seated event

EVENT CHECKLIST

1. Facilities

- ❖ rental of meeting or reception room(s)
- ❖ overnight accommodations:
_____ number of rooms _____ rate
- rental of:*
- ❖ chairs
- ❖ tables
- ❖ props (specify)
- ❖ lectern
- ❖ tent
- ❖ canopy
- ❖ lighting
- ❖ extra help
- ❖ coat checkroom
- ❖ special electrical or telephone hookups
- ❖ setup charges
- ❖ cleanup charges

2. Food Service

- ❖ number of people to be served

Cost per person for:

- ❖ coffee hour
- ❖ luncheon
- ❖ dinner
- ❖ afternoon break
- ❖ cocktail hour
- ❖ liquor
- ❖ wine
- ❖ other beverages
- ❖ table linen
- ❖ rented table service
- ❖ gratuities
- ❖ test meal

EVENT CHECKLIST

3. Equipment Rental

- ❖ tables
- ❖ canopy or tent
- ❖ chairs
- ❖ flooring or carpeting
- ❖ risers
- ❖ ropes or stanchions
- ❖ props
- ❖ registration desks and stools
- ❖ outdoor toilets
- ❖ booths
- ❖ lighting
- ❖ backdrop
- ❖ trash containers
- ❖ fencing

4. Decorations

- ❖ flowers
- ❖ table decorations
- ❖ extra plants
- ❖ props
- ❖ corsages, boutonnieres
- ❖ candles
- ❖ direction signs
- ❖ other decorations (such as ribbon, balloons)

EVENT CHECKLIST

5. Design and Printing

- ◆ fee for design concept and package
- ◆ advance announcements
- ◆ invitations
- ◆ programs
- ◆ promotional flyers
- ◆ posters/signs
- ◆ tickets
- ◆ maps
- ◆ place cards
- ◆ registration packets
- ◆ name tags and holders
- ◆ any other printed materials

6. Postage and Shipping

- ◆ postage for invitations and reply cards
- ◆ bulk mailing of promotional materials
- ◆ mailing-house charges
- ◆ shipping

EVENT CHECKLIST

7. Recognition Items

- ◆ awards, plaques, trophies
- ◆ engraving
- ◆ calligraphy
- ◆ framing
- ◆ shipping and handling

8. Miscellaneous

- ◆ VIP travel and expenses
- ◆ honoraria
- ◆ gifts
- ◆ mementos
- ◆ extra help
- ◆ security
- ◆ insurance
- ◆ first-aid station
- ◆ taping and transcribing proceedings
- ◆ visitor's-center materials and staff
- ◆ electrical connections
- ◆ water hookups

9. Transportation

- ◆ buses
- ◆ vans
- ◆ parking
- ◆ valets

10. Entertainment

- ◆ fees
- ◆ additional equipment
- ◆ promoter fees

EVENT CHECKLIST

11. Publicity

- ◆ advertising
- ◆ photographer
- ◆ printed photos
- ◆ slides
- ◆ duplicating
- ◆ mailing
- ◆ entertaining/hospitality for the press
- ◆ press-room equipment
- ◆ banners

• 12. Audio-Visual Equipment

- ◆ slide and film projectors
- ◆ screens
- ◆ extension cords
- ◆ projector carts
- ◆ microphones
- ◆ mixers
- ◆ speaker system
- ◆ tape recorders
- ◆ television monitors
- ◆ VCRs
- ◆ overhead projectors
- ◆ pointers
- ◆ flip charts
- ◆ blackboards
- ◆ technician and operator services

EVENT CHECKLIST

13. Office Expenses

- ◆ staff time
- ◆ overtime and compensatory time
- ◆ additional staff (temporaries, students)
- ◆ data processing
- ◆ phones
- ◆ duplicating
- ◆ postage for general correspondence
 - ◆ supplies (pens, pads, decals)
- ◆ committee materials
- ◆ hospitality for committee members
- ◆ complimentary tickets
- ◆ staff travel/accommodations