

**Small Event Planning Timeline**

This timeline should be used in conjunction with the full event checklist. This is just the timing of how the details of the event should unfold to help keep you on track.

# 3 Months Out

* Create a committee to help with the planning and participate on the event day
* Design a theme or brand feel for the event
* Determine event budget
* Set the date- Checking all calendars (school, national, hosts, honoree & Deans office)
  + Send out *save the date* information if applicable
* Secure a location- (see additional information as to *how* in step two of this toolkit)
* Submit Speaker Requests for desired guest speakers
* Invite and confirm speakers after speaker request approved
* Discuss event cost for guests and associated event technology needs (website, registration, payment collection)

# 2 Months Out

* Compile a guest list
* Contact and book food caterers
* Confirm A/V needs
* Develop a timeline for event (be sure to schedule breaks between speakers, etc.)
* Design invitations and establish how attendees will be able to access information about event (website, event app) and how to manage/track RSVPs
* Plan how you will market your event both before and during (digital branding, printed branding, banners, signage)
* Book photographer

# 3 Weeks Out

* Send invitations and monitor RSVPs
* Determine needed staff roles and find event staffing support
* Anticipate any venue issues: Parking, lighting, signage, seating etc.
* Confirm again with speakers, ask for outline of talk or presentation
* Review name tag needs, who/how to print and distribute
* Purchase any speaker gifts needed (allow for time to custom order)

# 2 Weeks Out

* Finalize signage and branding needs – confirm event material rentals with Wharton Events
* Develop a photo shoot list to give to photographer
* Send speakers agenda and logistical information
* Finalize event timeline
* Create day-of staffing document and supply list

# 1 Week Out

* When RSVP list is final – print name tags (print nametags for all invited if you believe there will be many who do not RSVP)
* Re-Confirm head count with caterer – send final timeline and layout
* Re-Confirm services from all vendors – send final timeline
* Send staffing timeline to volunteers, review supplies
* Wrap gifts

# Day Of Event

* Oversee vendor setup
* *Delegate* and ensure that “day-off” assignments are being carried out
* Walk through site before any guest arrive
* Check AV connections
* Act as host-be there, it’s your event!

# Post Event (within one week)

* Make sure all accounts are paid out in full
* Complete budgeting chart
* Debrief planning committee