Event Planning Timeline

Idea Generation (3 months – 1 year)

Event Budgeting
- Research performer fees (2.5 months – 1 year)
- Estimate event costs (2.5 months – 1 year)
- Identify financial resources available (2.5 months – 1 year)
- Determine whether to charge attendees (2.5 months – 1 year)
- Tracking expenditures (ongoing)

Booking Venue
- Review venue options (4 – 5 months)
- Reserve venue (3 – 4 months)
- Discuss with NIU Public Safety (2 – 3 months)
- Communicate setup needs (1 – 2 months)

Booking of Entertainment
- Contact agency (2.5 months – 1 year)
- Review contract and get appropriate signatures (2 months)
- Hotel reservation (2 months)
- Request performer payment (1 month)
- Secure performer ground transportation (3 weeks)

Marketing
- Contact graphic designer (2 months)
- Giveaways ordered (6 weeks)
- Designs completed (1 month)
- Print material printed (4 weeks)
- Print & social media material distributed (3 weeks)
- Chalking (1 week)
- Handbills distributed (1 – 7 days)
- Onsite social media campaign (day of event)

Final details (1 – 2 weeks)
- Confirm setup with venue
- Confirm audio visual equipment setup & sound check time
- Confirm final catering numbers
- Confirming volunteers
- Confirm arrival details with performers/vendors
- Purchase event supplies
- Determine event entry plan
  - Scanning tickets?
o Tracking attendance?
  o Crowd control
• Determine communication method with event staff (radios, cell phone, etc)
• Determining plan for evaluating event

Staff/Volunteers Pre-Event Meeting (1 – 3 days)
• Introducing key personnel & VIPs
• Provide general information of event
  o Doors open time
  o Event start time
  o Event end time
  o Schedule of entertainment
  o Map of event/venue
• Assign roles
• Discuss expectations
• Discuss appropriate attire (closed toed shoes)
• Identify expected trouble areas
• Emergency protocol

Day of Event
• Walkthrough of facility (once by yourself, again with event staff)
• Checking on arrival of performers
• Troubleshooting
• Monitoring/checking in with event staff
• Start event on time
• Make notes of issues & improvements
• Distribute & collect event evaluations
• Give payment to performers/vendors

Post-Event
• Thank you notes to event staff & volunteers (1 – 2 weeks following)
• Hold follow-up meeting with event staff (1 – 2 weeks following)
  o Discuss positives and negatives of event
  o Reflect on whether event met goals
• Analyze evaluations (1 month following)
• Finalize budget & ensure everyone has been paid (1 month following)