

Sample Event Planning Timeline

Four Months

Develop program concept
Arrange meeting with program committee members
Choose potential dates, keeping in mind holidays and School breaks
Develop a preliminary budget of projected expenses and revenue
(printing, mailing, refreshments, travel, room rental, and speaker fees, if applicable)
Decide on registration
Submit a request to the library administration
Send confirmation letters once commitments are made

Three Months

Plan a marketing and publicity strategy (mailing information in the club newsletter, invitation, save the date postcard, or broadcast email)
Create draft flyers/press release with input from committee members. Several people should proofread the final draft before it is printed

Eight to Twelve Weeks

Distribute/Mail/email flyers
Make catering arrangements (if applicable)
Arrange equipment and setup of facilities

Six Weeks

Send press release to local media
Organize your staff/volunteers for the day of the event

Four Weeks

Copy all materials needed for the event
Call speaker/presenter to confirm details
Create signage

Two Weeks

Mail/email directions to speaker/presenter
Contact committee to confirm on-site assignments

One Week

Call in final catering numbers (if applicable)
Gather all materials, signs, etc. for the event

Day of Event

Review room setup/AV setup and supplies
Have program flyers and surveys available

After Event

Collect surveys and program flyers
Mail information and documents into central post office and library