



Event Planning Timeline

By Colorado Nonprofit Association

18 Months Prior to Event

- Big Picture Planning
 - Set event goals and objectives
 - Determine Budget & Set Registration Prices
- Search for Site/Venue and Dates

12 Months Prior

- Finalize Site/Venue Contract and Date – Announce at Event”
- Develop Master Event Planning Timeline
- Create Team – identify key players, determine event manager, and recruit committee members
- Create Communications Plan – consider marketing, event logo needs, PR, emails, printed materials, electronic communications, social media, video, etc.
- Pick/Contract National Keynote
- Determine Event Schedule/Agenda
- Contract Event Entertainment
- Create Sponsorship Opportunities
- Begin Sponsor Solicitation – collect all sponsor information as soon as confirmed
- Announce Save-the-Date at Previous Event
- Have Save-the-Date Website Up

6 Months Prior

- Contract Vendors – catering, equipment, supplies, photographer, videographer, graphic artists, etc
- Start Planning Decorations
- Apply for Permits/Licenses/Insurance – liquor, government closures, raffle, etc
- Find/Contract All Presenters
- Book Hotel Rooms for Special Guests
- Send Out Save-the-Date
- Start Sending Out Logistics to Key Players – collect bios, photos, finalize presentations, etc.
- Finalize Presenting/Underwriting Sponsors
- Continue Additional Sponsor Solicitations
- Secure Auction Items
- Start Collecting Guest List Addresses



3 Months Prior

- 1st Order of Supplies – favors, awards, decorations, etc.
- Continue Sending Out Logistics to Key Players – make travel arrangements,
- Open Registration
- Draft Invitation
- Send Invitations (no later than 6 weeks; no earlier than 3 months)
- Attend Tasting to Draft BEOs
- Draft BEOs/Event Orders with Venue and Vendors – menu, a/v needs, set-up, floor plans, parking, signage, etc.
- Finalize Sponsor List

2 Months Prior

- Collect Auction Items
- Send Invitations (no later than 6 weeks; no earlier than 3 months)
- Draft Printed Program

4 Weeks Prior

- Organize Auction Items Day-Of Plan
- 2nd Order of Supplies – gifts, signage, equipment, etc.
- Volunteer Training/Overview
- Draft Script
- Edit Printed Program

3 Weeks Prior

- Finalize BEOs/Event Orders with Venue and Vendors – including menu, a/v needs, linens, etc.
- Finalize Printed Program

2 Weeks Prior

- Draft Staff and Volunteer Assignments
- Draft Event Book for Staff and Volunteers
- Finalize Details with Key Players
- Send Final Printed Program to Printer



I Week Prior

- Finalize & Print Staff and Volunteer Assignments
- Finalize & Print Event Book for Staff and Volunteers
- Finish Seating Assignments
- Finalize Script
- Conduct Staff and Volunteer Training
- Provide Venue/Caterer Final Headcount
- Print Nametags
- Print Signs
- Pack
- Load
- Finalize Details with Key Players – send final script
- Send Reminder Email to All Participants

Day of the Event

- Staff the Event
- Conduct On-Site Final Walk Through with Staff and Volunteers
- Sound Check
- Distribute Assignments and Event Books
- Check on F&B Order
- Check on Room Set-Up

Post Event

- Post Event Pictures
- Data Entry Day of Registrations
- Pay All Vendors
- Send Thank You Letter
- Survey – Collect and Review
- Host Debrief