

GENERAL EVENT PLANNING TIMELINE

EVENT DETAILS

Event Name: _____ Date & Time: _____ Venue: _____
Audience: _____ Budget Confirmed: _____ Yes _____ No _____

PLANNING & PREPARATION

- ☐ Define event objectives and goals
- ☐ Book venue/verify space in store.
- ☐ Finalize key vendors:
_____ Creators/Neighborhood Partners
_____ Food/Drink Vendors
- ☐ Obtain permits or licenses (if needed).
- ☐ Create a contingency/emergency plan.

PROMOTION & MARKETING

- ☐ Design and launch social media campaigns (including creator announcement graphics)
- ☐ Create an event page or website
- ☐ Send invitations or announcements.
- ☐ Set up ticketing or RSVP system.
- ☐ Schedule attendee reminders.
- ☐ Send press releases.

EVENT DAY

- ☐ Setup completed on schedule.
- ☐ Test all equipment.
- ☐ Assign team roles:
_____ Standard Store Staffing
_____ Event Management Roles
_____ Guest Assistance
- ☐ Monitor the event schedule.
- ☐ Address on-site issues promptly

POST-EVENT WRAP-UP

- ☐ Send thank-you notes to guests.
- ☐ Share event highlights (photos/videos) online.
- ☐ Collect feedback through surveys or reviews.
- ☐ Review results vs. event goals.
- ☐ Document lessons learned for future events.

NOTES

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2 MONTHS OUT

- Define goals and objectives.
- Establish a preliminary budget.
- Develop a basic content outline.
- Start working on the event branding and marketing plan.
- Identify potential speakers and sponsors.
- Begin assessing how the event will work in your space.

ONE MONTH OUT

- Develop the detailed event agenda.
- Launch the marketing campaign.
- Confirm speakers and gather necessary materials (bios, headshots, etc)
- Work on the event layout and design
- Plan the day-of logistics: Consider registration procedures, staffing needs, and any potential contingencies.

2-3 WEEKS OUT

- Increase the frequency of communication and promotions.
- Review and finalize all event materials: Proofread programs, signage, name badges, and other printed materials.
- Coordinate transportation and accommodation for creators.

ONE WEEK OUT

- Conduct a final walkthrough of space.
- Hold a team briefing to review roles and responsibilities.
- Send Run of Show to Creators/Vendors.
- Test all technical equipment.
- Prepare an emergency kit and contingency plans.

NOTES
