



Name of Event
Event Date

SAMPLE EVENT TIMELINE

<i>FINANCE</i>			
	Determine and confirm the budget	ASAP	
	Manage the budget	Continuous	
	Collect/pay any outstanding event bills/reimbursements	After event	

<i>LOGISTICS/ INVITE LISTS/RSVPs</i>			
	Book/confirm room reservations	ASAP	
	Add event info to program calendar	ASAP	
	Confirm content for invitations, RSVP cards, posters, signage, etc.	10 weeks out	
	Work with communications to draft invitations – printed and electronic versions	10 weeks out	
	Create invitation list including mailing addresses and/or emails	9 weeks out	
	Review proofs – (3 people)	8-9 weeks out	
	Finalize invitation list	8 weeks out	
	Provide mailing list to communications for distribution	8 weeks out	
	Assign staff to process RSVPs and confirmations - phone, email, website	6 weeks out	
	Send invites - mail and/or email	6 weeks out	
	Request photographer	4 weeks out	
	Confirm photographer's schedule	1 week out	
	After event, get link to photo's for social media pages and website	1 week after	

<i>PRESS & PR</i>			
	Determine if any outside press or publicity will be necessary for this event and schedule a meeting with Media Relations	9 weeks out	
	Confirm plan with Media Relations	8 weeks out	

<i>CATERING, A/V, IT, PUBLIC SAFETY</i>			
	Confirm room reservations, A/V request, layouts, setup requests, event start/end time, etc.	4 weeks out	
	Meet with Metz to review catering and room setup	3 weeks out	
	Follow up with Media Resources	2 weeks out	
	Review event catering order and provide final counts to the events team	1 week out	

<i>BRIEFINGS/SCRIPTS/PROGRAM/DEBRIEFINGS</i>			
	Submit Presidential appearance request form, if needed	ASAP	
	Event staff briefing	ASAP	
	Draft program	4 weeks out	
	Draft script	4 weeks out	
	Finalize program/QR code	2 weeks out	
	Finalize script for printing	1 week out	
	Final briefings	1 week out	
	Event debriefing	after event	



Name of Event

Event Date

ADMINISTRATIVE

	Order event supplies	4 weeks out	
	Print staff/volunteer badges	2 weeks before	
	Print guest nametags		
	Create/activate check-in list	1 week before	
	Organize supplies for day of event needs	day before	
	Follow up with thank you emails and event photos	after event	

GIFTS & PURCHASES

	Request/Purchase all SWAG items	ASAP	
--	---------------------------------	------	--

DAY OF EVENT TASKS

	Check on catering, deliveries, room setups, etc.		
	Place event signage		
	Walk-thru all event spaces - check set-up, A/V, catering, etc.		
	Brief photographer on desired pictures		
	Have on hand extra event briefings, scripts, programs, RSVP lists, etc.		
	Tech run through – sound check, brief tech on event flow, speaker list, etc.		