

2021/2022 EVENT PLANNING TIMELINE

IN PERSON

OR

VIRTUAL

WEEK 1-2

- ✓ Narrow Down Dates
- ✓ Find and Book Venue

- ✓ Kickoff & Agenda
- ✓ Speakers & Content Discovery

MONTH 1-2

- ✓ Select Vendors
- ✓ Create Backup Plan

- ✓ Platform, Content & Sponsors
- ✓ Guest Registration

MONTH 2-3

- ✓ Content & Agenda
- ✓ Additional Health Measures

- ✓ Filming & Production Editing
- ✓ Testing, Go-Live & Analytics

MONTH 4-12

- ✓ Registration & Live Event

Live in-person events require an additional 4-6 months of lead time.