

## Event Mastery Blueprint

### Event Planning Timeline

*Your step-by-step timeline for an awesome live event in just 6 weeks.*

**Assumptions:** This plan assumes that you already have a super fantastic title and talk for your event; meaning you already know what content you plan to cover, you just need to plan and fill the event itself. This timeline works best for single day events; for multi-day events it's best to take more time.

#### Week 1:

- Research and confirm your location (see step 1 on the blueprint)
- Create your Facebook event page and invite all appropriate contacts
- Order your goodie bags if doing so online
- Get event insurance

#### Week 2:

- Approach and confirm your sponsors/vendors (see step 2 on the blueprint)
- Approach and select your team (see step 3 on the blueprint)
- Create and test your sales webpage and registration form (see step 4 on the blueprint)
- Create your marketing strategy
- Post on your event page that tickets go on sale next week

#### Week 3:

- Launch your early bird pricing (you may also do this at the end of week 2 if you want but no earlier than 4 weeks before your event for smaller events)
- Start implementing your marketing strategy. Announce that you are now taking early bird registrations on all your social media platforms, send emails, AND let all your vendors and volunteers know that they can now promote you and the event. Give them suggested posts and tweets as needed. (see step 6 of the blueprint)
- Approach businesses for donations to your goodie bags and keep a running tally (optional – see step 5 on the blueprint)
- Post on your event page the goodie bag tally and at least one content tid bit

**Week 4:**

- Attend a local networking event and talk up your event (be excited!) (optional) (see step 6 of the blueprint)
- Email your participants give them a little tid bit of content to get them excited for the event. Be sure to remind them of the goodie bag tally (see step 6 of the blueprint)
- Post on your event page the goodie bag tally and at least one content tid bit. Engage as much as possible with participants (see step 6 of the blueprint)
- Continue to approach businesses for goodies if required
- Continue with your marketing strategy

**Week 5:**

- Collect ALL your goodies and have your team stuff your bags (see step 5 of the blueprint)
- Attend some local networking events and talk up your event (be excited!) (see step 6 of the blueprint)
- Email your participants give them a little tid bit of content to get them excited for the event. Be sure to remind them of the goodie bag tally
- Post on your event page the goodie bag tally and at least one content tid bit. Engage as much as possible with participants
- Remind people that the early bird ticket price is ending soon
- Optional: Have a sharing contest and give away 2 free tickets

**Week 6:** (see step 7 of the blueprint)

**5 days before your event:**

- Post on your event page the goodie bag tally and at least one content tid bit. Engage as much as possible with participants
- Check in with your location and AV equipment to ensure everything is a go
- Check in with your team to ensure goodie bags are done or will be done at least 2 days before the event
- Touch base with your vendors to see if they are ready or have any questions (You or your team)
- Change your ticket price to regular on Eventbrite (you can have this happen automatically when you set up the event)

**2 days before your event:**

- Send a reminder email 48 hours before your event to all the participants with any event logistics
- Have a meeting with all your volunteers and your PM so that everyone knows who is doing what the day of and to get them excited for the event

- Post on your event page the goodie bag tally and at least one content tid bit. Engage as much as possible with participants

**Day before the event:**

- Meet with your PM and go over all the final details (e.g. audio visual, mics, registration list, etc.)
- Have your goodie bags delivered to you location so they can put them on each chair
- Have your volunteers decorate your space if need be

**The day of the event:**

- Have the location or team set up your mics, registration table, etc.
- Have one team member in charge of vendors and answering any questions and another in charge of registration
- If you are recording your event, be sure to have someone post signs to that fact
- If you are collecting emails for a door prize, let people know via a sign that they will also receive your emails but that they can unsubscribe at any time
- Leave everything in the hands of your PM and volunteers (e.g. registration, vendors, etc.)
- Go get your hair done or simply relax until it's your cue to speak. Stay out of sight of participants!
- Rock it!
- Go out and celebrate afterwards with your team

**Week 7: no later than 3 days AFTER your event** (optional but highly recommended; see step 8 of blueprint)

- Send out thank yous to vendors, location and participants
- Post comments and thank yous on your event page, business page and blog if you have them (ideally this should be the day after your event)
- Export the email list from Eventbrite and import it into your list software
- Follow up with anyone who purchased your product or service
- Do a final tally of all your expenses and profit