

“The Whole Enchilada” four- to six-month+ timeline-pages 1-4

Click through for The “Holy-Guacamole,” in-a-pinch timeline-pages 5-6

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Task	Additional Tips in these Chapters (where applicable)
<input type="checkbox"/> Answer Bore-to-ROAR questions that lead to kick-ass outcomes	Chapter 1: When you Need Events—and When you Don’t
<input type="checkbox"/> Decide who’s in your ideal audience and how to reach them, including VIPs	
<input type="checkbox"/> Determine and address your stakeholders’ top desires	Chapter 12: How to Plan an Event on (Almost) any Timeline and Chapter 13: How to Slay the Devil in the Details
<input type="checkbox"/> Establish a budget	
<input type="checkbox"/> Contract with a venue	
<input type="checkbox"/> Arrange any needed hotel rooms (dates, complimentary rooms, reservation procedures, payments, cancellation policies)	
<input type="checkbox"/> Create a marketing plan for generating event buzz	
<input type="checkbox"/> Set up and execute registration plan, including an event website or webpage	
<input type="checkbox"/> Identify, prospect for and contract with sponsors	Chapter 7: How to Maximize your Budget
<input type="checkbox"/> Choose an event theme, if desired	
<input type="checkbox"/> Build your Content Map based on the four Why Behind the Who questions	Chapter 5: How to Curate a Kick-Ass Speaker Lineup
<input type="checkbox"/> Create a master workback schedule that tracks every element of your event and who’s responsible for each task	
<input type="checkbox"/> Sign a contract with a host and presenters (whether paid, <i>pro bono</i> , subject matter experts or internal folks) who support your programming goals	Chapter 5: How to Curate a Kick-Ass Speaker Lineup and Chapter 6: How to Use Panels, Q&A Sessions & Event Hosts

<input type="checkbox"/> OR produce an event that is 100% participant-led	Chapter 8: Unconventional Event Formats That Boost Engagement
<input type="checkbox"/> Secure all presenters' bios, photos and program details	
<input type="checkbox"/> Create a guest list (applicable for fundraisers and events with VIPs and/or donors, for example)	
<input type="checkbox"/> Select all needed staff, volunteers, ushers, audio-visual technicians, producers, stage managers, videographers, photographers and security professionals	Chapter 11: How to Produce & Stage Manage an Event Like a Pro
<input type="checkbox"/> Order all audio-visual equipment (including needed dongles and connectors for PCs <i>and</i> Macs) plus any additional Wi-Fi	
<input type="checkbox"/> Select and order décor, such as pipe and drape, furniture, on-site registration infrastructure (tables, computers, printers), centerpieces and linens	
<input type="checkbox"/> Ensure all staging elements are in place: clearances, ramps, backdrops, lighting and the means for any desired special effects	Chapter 11: How to Produce & Stage Manage an Event Like a Pro
<input type="checkbox"/> Determine needed printed items and secure a graphic designer	
<input type="checkbox"/> Send a save-the-date announcement	
FOUR MONTHS AHEAD	
<input type="checkbox"/> Design and hone your agenda	Chapter 1: When you Need Events—and When you Don't and Chapter 5: How to Curate a Kick-Ass Speaker Lineup
<input type="checkbox"/> Draft your event script	
<input type="checkbox"/> Draft an initial run of show: a detailed, timed sequence of what will unfold at your event and who's responsible for each aspect. AKA rundown or show flow	Chapter 11: How to Produce & Stage Manage an Event Like a Pro
<input type="checkbox"/> Design and schedule pre- and post-event engagement programming by asking: What? So what? Now what?	Chapter 15: Encore! Encore!
<input type="checkbox"/> Go live with registration website	
<input type="checkbox"/> Send invitations	
<input type="checkbox"/> Conduct speaker coaching and messaging sessions	Chapter 10: How to Think like a TED Conference Organizer
<input type="checkbox"/> Choose a Twitter hashtag and any other social media components	

<input type="checkbox"/> Decide how you'll generate attendee feedback	
ONE to TWO MONTHS AHEAD	
<input type="checkbox"/> Order food and beverages (and be sure to consider vegetarian, vegan and gluten-free options). If serving alcohol, be sure you have all needed permits (some cities require applying for liquor licenses many months ahead)	
<input type="checkbox"/> Secure all needed insurance, licenses and permits	
<input type="checkbox"/> Produce and post promotional videos in social media and on website to build buzz	
<input type="checkbox"/> Hold a pre-mortem	Chapter 13: How to Slay the Devil in the Details
<input type="checkbox"/> Decide on floor plans, room set ups, seating assignments (don't forget to determine any needed VIP seating)	Chapter 13: How to Slay the Devil in the Details
<input type="checkbox"/> Ensure you're complying with Americans with Disabilities Act (ADA) and fully accommodating people with disabilities	
<input type="checkbox"/> Hold a Message Continuity Conference Call	Chapter 5: How to Curate a Kick-Ass Speaker Lineup
<input type="checkbox"/> Build and execute your social media, mainstream media, paid advertising, public relations and marketing strategies	
<input type="checkbox"/> Establish back up locations for any outdoor sessions in case of weather emergencies and in case of a speaker no-show	Chapter 13: How to Slay the Devil in the Details
TWO WEEKS AHEAD	
<input type="checkbox"/> Run through entire event as if an attendee, looking for problem areas and sources of discomfort	
<input type="checkbox"/> Plan for how to register people day of, on site, if needed	
<input type="checkbox"/> Send know-before-you-go messages to attendees	
<input type="checkbox"/> Send any needed pre-event payments to vendors	
<input type="checkbox"/> Finalize event script, media content and run of show	
<input type="checkbox"/> Hold pre-con ("pre-conference") meeting, i.e. gather your event "owner," a representative from event venue and all the actual production partners who will be <i>present at</i>	Chapter 11: How to Produce & Stage Manage an Event Like a Pro

<i>the event</i> to review run of show and script to ensure every piece is ready and correct	
<input type="checkbox"/> Invite the media, if applicable, and decide where they will sit	
<input type="checkbox"/> Stuff and organize name badges	
<input type="checkbox"/> Prepare registration materials and/or swag bags attendees will receive upon arrival	
<input type="checkbox"/> Send venue and/or hotel guaranteed final counts of guests, if required	
<input type="checkbox"/> Make and communicate any necessary arrangements for loading dock deliveries	Chapter 11: How to Produce & Stage Manage an Event Like a Pro
<input type="checkbox"/> Secure and communicate to event team everyone's (yes, everyone's!) cell phone numbers	Chapter 11: How to Produce & Stage Manage an Event Like a Pro
DAY BEFORE and DAY OF	
<input type="checkbox"/> Make final guest lists available to those who will interface with guests	
<input type="checkbox"/> Have checks ready for those who are paid on site	
<input type="checkbox"/> Hold a live rehearsal for every "player" who'll be on stage	Chapter 11: How to Produce & Stage Manage an Event Like a Pro
<input type="checkbox"/> ENJOY THE EVENT	
<input type="checkbox"/> Toast to your success; get some sleep	
POST EVENT	
<input type="checkbox"/> Celebrate!	
<input type="checkbox"/> Update event website and social media to reflect event has passed, and any other applicable messages	
<input type="checkbox"/> Hold debrief using attendee feedback and team input	
<input type="checkbox"/> Roll out post-event learning tools	Chapter 15: Encore! Encore!
<input type="checkbox"/> Send thank you's to all stakeholders, donors, sponsors and volunteers	
<input type="checkbox"/> Pay any vendors not yet compensated	
<input type="checkbox"/> Reconcile budget	
<input type="checkbox"/> Review feedback and hold a plus-delta meeting to discuss what went well and how you can improve	
<input type="checkbox"/> Lather, rinse, repeat!	

The “Holy-Guacamole,” in-a-pinch timeline

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Here’s the scenario: You come to work one morning to learn you’ve got 12 clients arriving in just four days for an important, albeit unexpected, pow wow with your CEO. What are the mission-critical steps you must take to ensure success, on the fly?

Here’s your stress-reducing checklist:

Task	Additional Tips in these Chapters (where applicable)
<input type="checkbox"/> Breathe deeply	
<input type="checkbox"/> Secure a room or an entire venue, and perhaps extend the time allotted in case the meeting runs long	
<input type="checkbox"/> Find a host and presenters (whether paid, <i>pro bono</i> , subject matter experts or internal folks) who support your programming goals	Chapter 5: How to Curate a Kick-Ass Speaker Lineup and Chapter 6: How to Use Panels, Q&A Sessions & Event Hosts
<input type="checkbox"/> Arrange any needed hotel rooms (dates, complimentary rooms, reservation procedures, payments, cancellation policies)	
<input type="checkbox"/> Determine and address your stakeholders’ top desires	Chapter 12: How to Plan an Event on (Almost) any Timeline and Chapter 13: How to Slay the Devil in the Details
<input type="checkbox"/> Order all audio-visual equipment (including needed dongles and connectors for PCs <i>and</i> Macs) plus any additional Wi-Fi	Chapter 11: How to Produce & Stage Manage an Event Like a Pro
<input type="checkbox"/> Find needed support staff, volunteers, ushers, audio-visual technicians, producers, stage managers, videographers, photographers and security professionals	
<input type="checkbox"/> Write and finalize event script, agenda and run of show	Chapter 11: How to Produce & Stage Manage an Event Like a Pro

<input type="checkbox"/> Order food and beverage, including any needed special-diet options	
<input type="checkbox"/> Secure presenters' bios, photos and program details, if applicable	
<input type="checkbox"/> Breathe	
<input type="checkbox"/> Secure all needed insurance, licenses and permits (note that some cities require applying many months in advance for a liquor license)	
<input type="checkbox"/> Using a stage? Ensure you have needed clearances, ramps, backdrops, lighting and the means for any desired special effects	Chapter 11: How to Produce & Stage Manage an Event Like a Pro
<input type="checkbox"/> Do yoga for 5 minutes or have some brain-boosting dark chocolate	
<input type="checkbox"/> Choose a room set up and any needed VIP seating	Chapter 13: How to Slay the Devil in the Details
<input type="checkbox"/> Ensure you're complying with Americans with Disabilities Act (ADA) and doing all needed to accommodate people with disabilities	
<input type="checkbox"/> Create name tags (or get blanks from which attendees will make their own)	
<input type="checkbox"/> Scream or swear or have a sip of scotch. It's ok, as it's in your checklist!	
<input type="checkbox"/> Choose a Twitter hashtag	
<input type="checkbox"/> Breathe	
<input type="checkbox"/> ENJOY THE EVENT	
<input type="checkbox"/> Toast to your success; get some sleep	
POST EVENT	
<input type="checkbox"/> Celebrate! You pulled off the nearly impossible	
<input type="checkbox"/> Send thank you's to all stakeholders, donors, sponsors and volunteers	
<input type="checkbox"/> Pay vendors and reconcile budget	
<input type="checkbox"/> Roll out any needed post-event learning tools	Chapter 15: Encore! Encore!
<input type="checkbox"/> Review feedback and hold a plus-delta meeting to discuss what went well and how you can improve	
<input type="checkbox"/> Make a plan to start earlier next time!	