

# SAMPLE EVENT PLANNING TIMELINE

## 12+ Weeks Out

### Event Host

- Submit event request/intake form
  - *If the President, a Vice President, the Provost and/or Board of Trustees members will be invited to your event, you MUST request support from the Events Team when completing the form*
- If applicable, submit leadership request form to OTP

## 10 - 12 Weeks Out

### Event Host

- Schedule event kickoff meeting to include all appropriate parties (e.g., event host, event lead, marketing) to share the vision and goals of the event as communicated by GW leadership
- Collaborate with MCS
- Submit a MCS Project Request Form for collateral material and mailing support (e.g., invitation design, programs, signage)
- Share invitation list with MCS project manager after prior leadership review and sign-off; Remove all BOT members and instead send a PDF of the invitation and all event details to the Board Office, who will invite Trustees directly
- Draft all event communications (e.g., invitation text, reminder to registrants, post-event messages)
- Sign off on budget projection
- Submit materials requiring presidential, provost, or dean approval to appropriate offices via email and provide hard copies when asked

### Executive Event Lead

- Draft budget for Event Host approval
- Begin sourcing vendors and venues for the event
- Attend all planning meetings and offer insight into logistics, program components, marketing, etc.

## 8 -10 Weeks Out

- Save the Dates sent (when applicable)

### Event Host

- RSVP pages created in collaboration with MCS

## 6 - 8 Weeks Out

- Invitations sent

### Event Host

- Send a calendar invite to all identified event volunteers regarding onsite/day-of staffing and briefing (actual meeting to occur just prior to event)
- If the president/Development and Alumni Relations VP is attending your event, submit research requests for known guests/hosts to RRM via Advance

### Executive Event Lead

- Draft logistical timeline with staffing and programmatic components in collaboration with the Event Host
- Secure all vendors; Note: if RSVP numbers swell, additional vendors and expenses may be added

## 4 - 6 Weeks Out

### Event Host

- Draft briefing and speaker remarks
- Draft photographer shot list
- Submit a research request for VIP attendees

### Executive Event Lead

- Finalize draft logistical timeline with staffing and programmatic components in collaboration with the Event Host

Continued ...

# SAMPLE EVENT PLANNING TIMELINE

## 2 - 4 Weeks Out

### Event Host

- Submit final briefing to your managing AVP for approval before being submitted to the appropriate office
- If the President or Development and Alumni Relations VP is attending, submit final research requests for top constituents as RSVP's arrive
- Identify and assign event volunteers and send reminder for onsite/day-of training
- Schedule final project team meeting to review timelines, responsibilities, etc
- Share staff briefing documents to those working the event

### Executive Event Lead

- Finalize vendor orders
- Attend leadership briefing meetings, as appropriate

## 2 - 3 Days Out

### Event Host

- Create event collateral (e.g., name tags, copies of timelines, talking points, briefing materials, research); the Event Lead will support when available
- Upload the final RSVP list to Social Tables or registration purposes

### Executive Event Lead

- Troubleshoot various event elements
- Confirm vendor orders

## Day-of Event

### Event Host

- Onsite staff briefing/walk through
- Liaise with Event Lead for timing and evolving event components

### Executive Event Lead

- Primary POC for vendors and venue; any changes must go through him or her
- Oversee and troubleshoot all vendor and venue elements including catering, audio visual, venue, staffing, etc.

## 24 - 48 Hours Post-event

- Pre-approved post-event messages sent, such as Presidential and VP thank you notes

### Event Host

- Reviews the attendance list and ensures the information is recorded for future events (i.e., Advance Events module)
- Approves the GW Today story (where applicable)
- Reviews and approves the post-event email to attendees (sent by MCS and provides MCS with a list for post-event email)
- Schedule debrief with larger planning team within the next two weeks

### Executive Event Lead

- Debrief with vendors
- Send vendor thank you notes
- Reconcile final vendor bills and update budget appropriately
- Complete post-event notes following vendor and planning team debriefs