

# BACKWARD TIMELINE CHECKLIST

## **No fewer than 4 Weeks Ahead**

**[Note: during some times of the year this may be 4 – 8 weeks ahead]**

- Research and visit potential venues/rooms
- Check the [online, internal Events Viewer](#) and the public-facing [Calendar](#) to understand other events occurring on campus around or concurrent to your event.
- Get cost estimates (site/room rental, catering, AV/lights, etc.)
- Get bids for other major items
- Determine initial budget
- Compile mailing list (individuals/businesses)
- Check proposed date for potential conflicts, finalize date in writing
- Get written contracts for site, entertainment etc.
- Develop alternative site (if event is outdoors)
- Invite/confirm VIPs
- Inform Marketing and Communications
- Set marketing schedule
- Investigate need for special permits, licenses, insurance, etc.
- Complete mailing lists for invitations

## **No fewer than 3 - 4 Weeks Ahead**

- Send out invitations
- Set menu with caterer for food and beverage
- Secure permits and/or insurance
- Finalize audio/visual contract
- Order walkie talkie radios from Facilities (if needed, if budgeted)

## **At least 2 Weeks Ahead**

- Obtain contracts for rental items
- Hold walk-through of event with responsible committees, chairpersons and responsible site staff members at event site
- Check with VIP if they travel with personal security who may be armed, and if armed, advise the Facilities Director
- Review/finalize budget, task sheets and tentative timeline
- Start phone follow-up for guests
- Create check requests for payments to be made for the day of the event

## **1 Week Ahead**

- Confirm staff for registration
- Get enlarged site plan/room diagram, assign seats/tables
- Give estimate of guests expected to caterer/food service
- Meet with all outside vendors, consultants to coordinate event
- Give caterer revised numbers
- Meet with key staff to finalize any of the above

## **1 Day Before**

- Confirm number attending
- Create name tags (as needed)
- Finish seating/table arrangements
- Distribute seating chart, assignments to hosts/hostesses
- Schedule pickup or delivery of any rented or loaned equipment
- Double-check arrival time and delivery times with vendors
- Reconfirm event site, hotel, transportation
- Deliver final scripts/ timelines to all program participants
- Finalize catering guarantee, refreshments

- Final walk-through with all personnel
- Establish amount of petty cash needed for tips and emergencies
- Recheck all equipment and supplies to be brought to the event
- Have petty cash and vendor checks prepared, if needed
- Inform Campus Security if media will attend

***Event Day***

- Be sure all VIPs are in place and have scripts/speaking points
- Go over all the final details with caterer and setup staff
- Check with volunteers to make sure all tasks are covered
- Setup registration area
- Check sound/light equipment and staging before rehearsal