eventbrite

Note: this template is set to view-only. You can download it or make a copy in order to edit it to make it your own

The Ultimate Event Timeline Template For Event Creators

8–12 months pre-event: Ideation and planning	
☐	Identify the goal of the event
☐	Define your target audience
☐	Choose a date and time
☐	Set a budget
☐	Develop a creative concept
☐	Secure a venue
☐	Contact talent, guests or special speakers
☐	Develop a marketing plan
☐	Create an event timeline

3–4 months pre-event: Nailing down the details and getting prepared	
☐	**Create an event website**
☐	**Finalise speakers**
☐	**Tease your event on social media — send an email if you have a list of attendees from previous events.**
☐	**Send out event press releases**
☐	**Start securing food and drink options (if applicable)**
☐	**Write a checklist for on-site jobs that need to be completed**
☐	**Develop an event schedule**
☐	**Finalise contracts with vendors and suppliers**
☐	**Identify and address any regulatory requirements or permits needed**

2 months pre-event: Setting up event registration	
☐	**Choose an event registration platform that suits your event's needs**
☐	**Create customised order forms**
☐	**Set up embedded checkouts on your social media and website**
☐	**Determine your ticket prices, and create different ticketing structure (such as early-bird ticket discount and VIP tickets)**
☐	**Test the registration process to ensure it's user-friendly and functioning correctly**
☐	**Determine how attendee data will be collected and managed**
☐	**Track registration numbers and send out PDF tickets**
☐	**Develop a communication plan to notify attendees of registration deadlines and important event information**
☐	**Set up payment processing**
☐	**Send out reminder emails about your event**
☐	**Launch your search engine marketing and display advertising campaigns**
☐	**Make sure your speakers, sponsors and other partners know tickets and registrations are on sale and that they can start promoting your event. Provide tracking links.**

1 month pre-event: Promote, promote, promote!

☐	**Create target social media ads**
☐	**Use past event data to re-target attendees**
☐	**Create 'custom audience' and 'lookalike audiences'**
☐	**Set up Facebook and Instagram advertising campaigns**
☐	**Use A/B split testing to see what event ads are working**
☐	**Track target audience reactions to your ads**
☐	**Set up tracking links from different registration forms**
☐	**Create a countdown to the event on social media to build excitement**
☐	**Reach out to micro influences**
☐	**Develop a referral program to incentive attendees to invite their friends**
☐	**Create an email marketing campaign to round up any more attendees**
☐	**Segment your attendees into relevant groups and send more targeted, personalised emails that speak directly to their needs and aspirations**
☐	**If you have a blog, get speakers and sponsors to guest post and share the post with their networks**

1 week pre-event: Finishing touches and damage control	
☐	**Send one final email to people who received but didn't open previous emails should let them know it's a 'last call,' urging them to purchase or register before it's too late**
☐	**Conduct a final walk-through of the event space to ensure everything is in its place and ready for the event**
☐	**Confirm all vendors and supplier arrangements and ensure they're on track**
☐	**Conduct a final check of all event equipment and technology**
☐	**Develop a contingency plan for any potential issues or emergencies**
☐	**Conduct a final review of the event schedule and make necessary adjustments**
☐	**Create a last-minute ticket sales promotional campaign on social media**
☐	**Send out event reminders about the event**

Day of event: Capture the moment	
☐	**Arrive early to ensure everything is in its place**
☐	**Conduct a final round of checks**
☐	**Confirm the attendance of all special guests**
☐	**Ensure staff or volunteers are aware of their role on the day**
☐	**Check-in with sponsors**
☐	**Set up mobile check-in**
☐	**Share pictures and videos on social media**
☐	**Create a hashtag for your event**
☐	**Ensure attendees are greeted and provided with any necessary information or materials**

	1 day post-event: Write post-event thank you emails
☐	Create a list of all attendees and sponsors who should receive a thank-you email
☐	Develop a template for the thank you email
☐	Ensure that the email is customised to each group of respondents
☐	Include a personalised message
☐	Highlight any key success or achievements
☐	Include any relevant statistics or data
☐	Provide a call-to-action
☐	Attach relevant photos and videos from the event

3 days post-event: Post live event photos to socials	
☐	**Review and edit live photos**
☐	**Follow up on event photos from the photographer (if applicable)**
☐	**Develop a social media strategy for posting the photos**
☐	**Creating engaging captions that spark interest**
☐	**Use a relevant hashtag**
☐	**Tag attendees, sponsors and partners**
☐	**Monitor and track engagement**
☐	**Analyse data and insights**