

Event Planning Timeline Outline & Tips

CATEGORY	SUB-CATEGORY	TASK	MONTHS PRIOR	DAYS PRIOR
Logistics		Reserve date and location.	14	
Logistics	Finance	Create detailed event budget, get input from Committee members, and other key individuals. Reflect any significant changes. Use prior year's actual as starting point. Continually update and refer to budget during planning process.	13	
Logistics	General	Decide "basics" including costs, hours of operation, new ideas, etc...	13	
Marketing	Print	Develop print schedule for all local and regional publications. Reference this list throughout the planning period to ensure timely posting and ad submission.	12	
Marketing	Web	Post to appropriate horizontal websites e.g. Myspace, FaceBook, YouTube, backfence, Craigslist etc. Post to appropriate and available geographical web sites e.g. local Chamber of Commerce, local newspaper, City or municipality, downtown redevelopment, Visitor & Tourism (state and local). Vertical web sites e.g. musical genre (Blues, Jazz, etc.), running web sites, etc.. Get posted on Sponsor web sites!	12	
Marketing	Print	Develop or re-design logo. Update position statement or marketing slogan and/or "theme."	12	
Logistics	General	Prices & fees need to be finalized. Festival admission charge? Children free? Beer/Wine/Merchandise prices? Vendor fees?	12	
Sponsors		Obtain cash and in-kind corporate sponsorship. Present each sponsor with a proposal containing "activated" and creative promotional elements.	12	
Marketing	Print/Electronic	Schedule meetings with media for potential sponsorship and/or ad space.	12	

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Volunteers	Committee	A committee needs to be formed and should consist of individuals who are knowledgeable in the theme and/or music, events and festival production, or are interested in contributing to the community.	12	
Volunteers	Committee	Select a committee member to head-up areas including, VA ABC Management, Parade (2), Volunteers, Producer (Stage/Music), Admissions, Vendors, publicity, etc...	12	
Entertainment	Music (& Other) contracts	Obtain all contracts ASAP. Review for accuracy. Make any needed changes and send back to agent/mgr. Obtain signed copy. Review Technical Rider with Producer, backline requirements and hospitality needs.	11	
Entertainment	Sound/Lighting	Obtain copies of all band's stage plots to asses sound needs. Begin bidding process for Sound and Lighting for festival entertainment and review stand during parade.	11	
Entertainment	Music	Arrange entertainment line-up and set changes based on set lengths.	10	
Entertainment	Other	Secure all entertainment such as bands, dancers, strolling performers, etc...	10	
Logistics	Insurance	Purchase liability and alcohol liability insurance and obtain certificate of coverage. Make lots of copies.	10	
Marketing	Web	A website needs to be developed that will offer all general and detailed event info, volunteer/vendors/ sign-up, parking, directions, ticket information, dates (use year), times, entertainment, etc. Update continually.	10	
Marketing	Public Relations	Send press release to local media announcing the new event. Throughout the planning period, periodically send new press releases with updates, human interest stories, etc... to continue exposure and editorial leading up to the event.	10	
Marketing	Media	Confirm TV and Radio sponsors.	9	
Marketing		Approach other events and organizations to possibly cross-promote at each other's events.	9	

CATEGORY	SUB-CATEGORY	TASK	MONTHS PRIOR	DAYS PRIOR
Food & Beverage	Food Vendors	Send "save the date" mailing to potential food vendors.	9	
Logistics	Banners	Make space reservations or complete any necessary permits involved with hanging a banner or signage.	9	
Merchandise	Crafters	Send "save the date" mailing to potential crafters.	9	
Marketing	Print	Contact regional billboard company to discuss rates and coverage area. Ask about in-kind sponsorship.	6	
Marketing	Print	Contact public transit system to discuss bus advertising.	6	
Entertainment	Contract Riders	Begin securing all needed back-line requirements (organs, drum kits, etc...)	6	
Entertainment	Music (& Other) riders	Re examine entertainers' contract riders. Begin to make arrangements to fulfill all requirements.	6	
Logistics	Finance	Find location to serve as a bank that is close to festival site but secure.	6	
Logistics	Security	Hire security.	6	
Logistics		Order radios.	6	
Volunteers		Send mass "save the date" mailing/email.	6	
Merchandise	Crafters	Send registration form to potential crafters. Set deadline.	6	
Food & Beverage	Alcohol	Arrange a TIPS training course to train ABC Managers.	6	
Food & Beverage	Food Vendors	Send application mailing to potential food vendors.	6	
Entertainment	MCs	Confirm MC's. Schedule either radio or TV sponsor personalities (or hire.)	4	
Entertainment	Music (& Other) riders	Secure hotel rooms for all artists (hopefully through a hotel sponsor.) Pay careful attention to any special requests. Get confirmation numbers and pass on to agent/mgr. ASAP	3	
Marketing	Print	Order all print materials, including informational posters, commemorative posters (?), postcards and/or flyers, brochures, etc...	3	
Marketing	Radio	Approach radio to discuss live, on-air time.	3	
Logistics	Banners	Order banner(s) to hang over street, or in other large area.	3	

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Logistics	Finance	Recruit financial staffing company or trusted volunteers to work finance and handle money.	3	
Logistics	Permitting	Complete assembly permit and submit, with certificate of insurance and map, for approval.	3	
Logistics	Permitting; <i>alcohol</i>	Complete state alcohol permit application and submit with map, security plan, and (when possible) approved city alcohol permit.	3	
Logistics	Security	Hire off duty police or private security for festival/event.	3	
Logistics		Order porta-poties, dumpster (if needed), trash boxes and liners, hand washing stations, and grease trap.	3	
Logistics		If needed, line up golf cart.	3	
Logistics		Recruit loading, set-up and break-down help from area groups, high school clubs, inmates, etc...	3	
Logistics		Develop map of festival lay-out illustrating all main areas of the festival including: food & beverage locations, handicapped access and seating, stage(s), parking, potties, vendors, etc... Give to committee and post on website. Add details as event gets closer.	3	
Merchandise		Order T-shirts (to sell and for volunteers.)	3	
Merchandise		Order party favors - hats, beads, etc...	3	
Volunteers		Send recruiting mail/email w/ sign-up instructions.	3	
Food & Beverage	Alcohol	Order beer and set up truck arrival time.	2	
Food & Beverage	Alcohol	Order wine and set up delivery time.	2	
Marketing		Research PSA possibilities with local media and organizations.	2	
Marketing		Confirm photographer (either professional or volunteer).	2	
Marketing	Media	Provide info for "spot" production.	2	
Logistics	Permitting; <i>alcohol</i>	Complete city alcohol permit application and submit for approval.	2	
Logistics	Insurance	If needed, purchase weather insurance policy.	2	
Logistics		Create or order (or print) all needed signage and banners.	2	

CATEGORY	SUB-CATEGORY	TASK	MONTHS PRIOR	DAYS PRIOR
Logistics	Permitting; Health Dept..	Submit necessary paperwork to Health Dept.. notifying them of the event and information regarding attending food vendors.	2	
Food & Beverage	Soft drinks	Order drinks and confirm time of delivery.	2	
Food & Beverage		Order ice truck or cooler and arrange delivery time.	2	
Food & Beverage	Alcohol	Secure ABC manager shifts.	1	
Marketing*	Radio	Provide station with tickets to give away on-air.	1	
Marketing*		Develop and distribute coupons for the downtown community, student discounts, etc...	1	
Entertainment	Sound/Lighting	Asses all logistical needs for sound from sound company as well as any special need from band (drum risers, etc...) and secure.	1	
Food & Beverage		Secure commercial coffee maker and supplies.	1	
Logistics	Trash	Arrange trash pickup.	1	
Logistics	Trash	Arrange recycling kiosks at event.	1	
Logistics		Arrange on-site electrician.	1	
Logistics		Arrange any required rentals (tents, tables, chairs, etc...) and set up time.	1	
Sponsors		Contact sponsors reminding them to get their banners made or ready (provide dimensions as needed). Also remind them to provide pre-recorded announcements.	1	
Sponsors		Confirm what sponsors will be displaying at the festival and their logistical needs.	1	
Sponsors*		Complimentary tickets and all other promised supplies, as well as posters and other publicity materials, need to be delivered to all sponsors.	1	
Volunteers		Make free drink, etc... coupons for volunteers.	1	
Volunteers		Develop detailed volunteer instructions for all volunteer areas.		14

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Entertainment	Music	Write welcome letter to all performers.		14
Entertainment	Music riders	Confirm back-line arrangements and delivery.		14
Entertainment	Music (& Other) riders	Arrange any required transportation.		14
Entertainment	Music (& Other) riders	Begin fulfilling meal riders. Make arrangements to either provide required meals or secure a buy-out.		14
Logistics	Insurance	Re-confirm receipt of weather insurance policy.		14
Logistics	Permitting; alcohol	Follow up on all permits and confirm receipt.		14
Logistics		Purchase decorating supplies.		14
Merchandise		Make signage with prices of merchandise.		14
Sponsors		Collect all sponsor banners.		14
Sponsors		Deliver all comp. tickets, etc...		14
Volunteers		Send confirmation letter/email with shift times, job details, etc...		14
Logistics		Develop a "to buy" list: coffee mixers, decorations, liquor, etc...		14
Logistics		Develop a logistics supply list: zip ties, trash cans/boxes, trash liners, tents, tables, chairs, weights or stakes for tents, tent sides, extension cords, barricades, barrels for Pepsi, lights (bulb, stand, Christmas, clamp).		14
Entertainment	MCs	Develop talking points and stage announcements for MCs acknowledging sponsors, volunteers, etc. Also produce CD of pre-recorded announcements to air at event (confirm sound crew will have CD player).		7
Entertainment	Music (& Other) riders / finance	Arrange artist payments with finance mgr. Make sure all payments are in desired form (cash vs. check) and are at venue to give to artist. Make sure to have each artist fill out all tax information prior to payment.		7
Entertainment	Music (& Other) riders/backstage	Secure all required backstage supplies including food, drink, towels, coffee and coffee maker, etc...		7

CATEGORY	SUB-CATEGORY	TASK	MONTHS PRIOR	DAYS PRIOR
Entertainment	Music (& Other) backstage	Prepare packets for each band/artist with any required passes, tickets, wristband, welcome letter and optional gifts. Give to stage mgr. for distribution.		7
Food & Beverage	Alcohol	Fax copy of ABC license to wine and beer distributor.		7
Food & Beverage	Alcohol	Purchase liquor and supplies.		7
Logistics	Finance	Gather all money supplies including cash boxes, etc...		7
Logistics	Permitting; Health Dept..	Prepare supplies for any needed Health Dept.. requirements such as hand washing stations, tarps, etc...		7
Logistics		Make All Access Passes for committee members, stage hands, etc... On committee's, add a contact cell phone list on the back.		7
Logistics		Develop a set-up plan for volunteers to reference morning of.		7
Logistics		Develop an in-office supply list : ABC License, markers, tape, pens, scissors, cash boxes, zip ties, bottle openers, napkins, paper towels, safety pins, caution tape, beer tickets, t-shirts and merchandise, ticket boxes, hand stamps, wristbands, decorations, pool noodles, staple gun and staples, cups for wine and Irish Coffee, first aid kit, water key, credit card machines, other important keys, marshal ribbons, volunteer coupons, release forms, radios, band and committee packets.		7
Volunteers	Committee	Develop packets for each committee member including a radio, T-shirt, AA pass, map of lay-out, and any supplies relevant to their area.		7
Sponsors*		"Comp" list needs to be developed and give to admission gates for free admission.		7
Logistics	Finance	Be sure to have all needed checks including all pipe and regular bands, beer, and wine distributor.		1
Logistics	Finance	Get starting cash from bank.		1

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Volunteers*		Volunteer list needs to be developed and given to admission gates for free admission.		1
Entertainment	Music riders	Pick up all backstage food (deli trays, coffee, etc...)		day of
Food & Beverage	Food Vendors	Obtain certificates of insurance (and unpaid fees) from all vendors prior to event start.		day of
Logistics		Erect signage at shuttle stops for parade participants.		day of
Volunteers*		Be sure to provide admissions gates with examples of all comp tickets, coupons, etc...		day of
Food & Beverage		If NOT having ice truck or cooler, pick up bags of ice.		day of
Merchandise	Backstage	Have stage manager get posters signed by bands to sell.		day of
Volunteers		Make all volunteers sign check-in list; minors must sign release form. Give volunteers all coupons, t-shirts, area instructions, etc...		day of
Volunteers*		Upon check in, all volunteers need to be stamped for admission.		day of
Sponsors		Return all sponsor banners.		post
Sponsors		Send thank-you's.		post
Volunteers	Committee	Organize an appreciation party for committee and "key" volunteers. Send thank you notes.		post