EVENT MANAGEMENT
FLOW CHART

Date & Time
Venue
VIP Night
Invitation
Food & Drink

Sponsorship
Media List, Press Releases and Press Invites
Community Council
Mailing List
Entertainment

Vendors
Children’s Area
Layout
Walk-thru
Décor

Run of Show
Revenue Enhancers
Volunteers
Program Book

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EVENT TIMELINE

Annual Event
- Plan on a 10 month schedule
- Main event, with a few smaller events prior
  - Smaller events are hosted to spark enthusiasm, increase awareness and membership, generate action and contributions

7-10 months prior to the event
- Type of event
- Goals & budget
- Timeline
- Recruit committee members
- Solicit proposals from vendors – venue, caterers, etc.
- Determine target audience and start creating a mailing list
- Reserve event site
- Make sure the charity has representation at your meetings
- Create media list
- Schedule pre-events
- Get event printed in calendar sections of local paper, magazines, etc.
- Schedule monthly meetings, then weekly meetings closer to event, and as needed

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EVENT TIMELINE

6 months prior to event
• Assemble your team
• Assign Duties
• Refine invitation list – Design and Send Save the Date
• Contact state, local or national organizations to schedule announcement or speaking engagements for your event
• Prepare sponsor package and any presentation materials
• Send press releases
• Update Website, add online ticket sales – unless it’s a gala
• Check to see if you need insurance, liquor licenses, permits etc.
• Hire photographer

5 months prior to event
• Continue to refine mailing list
• Design invitation
• Offer to speak to local clubs and organizations
• Contact local companies for contributions and sponsorships
• Confirm – location, food, entertainment and AV needs
• Parking
• Media
• Continue your outreach efforts

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EVENT TIMELINE

4 months prior to event
• Order invitations
• Media efforts
• Select and order take-away gifts, souvenirs, etc.

3 months prior to event
• Send advance invitations to Sponsors & Underwriters
• Send invitations to prominent people
• If you have a charity spokesperson, celebrity guest, etc. make sure arrangements are confirmed
• Network with officials and community leaders
• Press release and picture of the event team
• Follow up with caterer, rentals, etc.
• Finalize invitation and mailing list
EVENT TIMELINE

2 months prior to event
- Prepare to mail invitations
- Schedule meeting to address invitations
- Have committee members write personal notes with the invitation
- Follow up with the key invitees to make sure they are attending
- Meet with key officials or community business leaders to discuss the event and stimulate more interest and involvement
- Send press release with photo of key people – Honorary Chair, Chair, Celebrity, Spokesperson, etc.

1 month prior to event
- Determine your receiving line (if extremely formal) – Honorary Chair, Chair, Charity Director of Development & President, Board of Directors
- Confirm speaker, entertainment
- Track RSVP
- Prepare Run of Show
- Seating Chart
- Prepare program
- Program book printed
- Press release
- Establish a Plan B – speaker, bad weather, etc.

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EVENT TIMELINE

1 week prior to event
• Send final press release to media
• Confirm catering, AV, seating, rest rooms, first aid, photographer, supplies, flowers, décor, entertainment, etc.
• Review RSVP list
• Provide caterer with final numbers
• Tweak run of show and talking points
• Brief your keynote speaker, Emcee, etc.
• Create event layout – send out prior to event
• Walk through with committee & volunteers

Event Day!
• Follow event layout – have extra copies
• Provide transportation for dignitaries, speakers, etc.
• Set up registration table
• Set up media registration table with press kits (if appropriate)
• Display table assignments at the entry
• Be sure greeters and ushers are in place
• Circulate!
• For any last minute cancellations, have your volunteers fill in at the tables for a seated event

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EVENT CHECKLIST

1. Facilities
   - rental of meeting or reception room(s)
   - overnight accommodations:
     ________number of rooms ________rate
   rental of:
     - chairs
     - tables
     - props (specify)
     - lectern
     - tent
     - canopy
     - lighting
     - extra help
     - coat checkroom
     - special electrical or telephone hookups
     - setup charges
     - cleanup charges

2. Food Service
   - number of people to be served

   Cost per person for:
   - coffee hour
   - luncheon
   - dinner
   - afternoon break
   - cocktail hour
   - liquor
   - wine
   - other beverages
   - table linen
   - rented table service
   - gratuities
   - test meal

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EVENT CHECKLIST

3. Equipment Rental
- tables
- canopy or tent
- chairs
- flooring or carpeting
- risers
- ropes or stanchions
- props
- registration desks and stools
- outdoor toilets
- booths
- lighting
- backdrop
- trash containers
- fencing

4. Decorations
- flowers
- table decorations
- extra plants
- props
- corsages, boutonnieres
- candles
- direction signs
- other decorations (such as ribbon, balloons)
5. Design and Printing
- fee for design concept and package
- advance announcements
- invitations
- programs
- promotional flyers
- posters/signs
- tickets
- maps
- place cards
- registration packets
- name tags and holders
- any other printed materials

6. Postage and Shipping
- postage for invitations and reply cards
- bulk mailing of promotional materials
- mailing-house charges
- shipping
7. **Recognition Items**
- awards, plaques, trophies
- engraving
- calligraphy
- framing
- shipping and handling

8. **Miscellaneous**
- VIP travel and expenses
- honoraria
- gifts
- mementos
- extra help
- security
- insurance
- first-aid station
- taping and transcribing proceedings
- visitor's-center materials and staff
- electrical connections
- water hookups

9. **Transportation**
- buses
- vans
- parking
- valets

10. **Entertainment**
- fees
- additional equipment
- promoter fees
11. Publicity
- advertising
- photographer
- printed photos
- slides
- duplicating
- mailing
- entertaining/hospitality for the press
- press-room equipment
- banners

12. Audio-Visual Equipment
- slide and film projectors
- screens
- extension cords
- projector carts
- microphones
- mixers
- speaker system
- tape recorders
- television monitors
- VCRs
- overhead projectors
- pointers
- flip charts
- blackboards
- technician and operator services
13. **Office Expenses**
- staff time
- overtime and compensatory time
- additional staff (temporaries, students)
- data processing
- phones
- duplicating
- postage for general correspondence
  - supplies (pens, pads, decals)
- committee materials
- hospitality for committee members
- complimentary tickets
- staff travel/accommodations