

Event Planning & Marketing Timeline

EVENT NAME	EVENT DATES	EVENT LOCATION	EVENT THEME

This timeline is designed for a 3-day enrollment event that will have 50+ attendees.

12 Months Before (or as soon as the event is decided)

- Research other events on your dates and adjust your planned dates (if appropriate)
- Determine budget for event
 - Set up event bank account
 - Establish budget reporting methods
 - Set up merchant account just for events
- Determine event name and theme
- Determine content focus
- Identify Key team members and the roles they will play
- Consider Ambassador program
- Secure event planner/event manager
 - Secure venue
 - Negotiate food and beverage
 - Negotiate room block and obligation
- Determine ideal audience for event
 - Build a list of people who are already gathering those people and look to network and get booked to speak, JV or connect with them
- Create key messages document (theme and problem you'll solve)
- Write Sales Page Copy for event website (or designate copy writer)
- Identify potential partners and sponsors HOT list
- Determine the event model
 - Multi speakers with revenue share
 - Teach your system
 - Intro event to upsell into program
 - Intensive/ deep dive into your system
 - Panels and Fireside Chats to compliment your teachings
- Determine your upsell and path to profit for the event
 - One Offer

- Two Offers
- Multi Offers
- Determine Pricing Strategy
 - Fill the Room
 - Cover Expenses
 - Profit Before You Take the Stage
- Set Price for Event for General Admission and VIP where applicable (\$300 to \$1000 between levels)
- Set Price for Bring a Friend Tickets
- Set Price for Bonus Tickets
- Create your sponsor document and start sharing it with potential sponsors
 - PowerPoint Completed
 - Sizzle Reel or other promotional video completed
 - Determine sponsor commitments
 - Determine sponsorship investment levels
- Have VA create your event website (sales page or full-blown site)
 - Create or update event website
 - Home Page
 - Speakers
 - Registration
 - Agenda
 - Travel & Hotel
 - Success Stories
 - FAQ
 - Create thank you page for once they register (include a video from you)
 - Create event details page just for registrants with all event details
 - Hotel
 - Pre-work
 - Attendee info form
 - Link to bring a friend
 - URL purchased (either keep same name or add year)
 - Site has a contact us box for new leads
- Post event on all major event directories
 - Sheownsit.com
 - Conferences.com
 - Eventful.com
 - Zvents.com

- Eventbrite.com
- Bernardo's List
- Inside Info Marketing (\$30 per month subscription fee)
- 10times.com
- Eventsii
- Lanyrd.com
- Yelp.com
- Facebook.com
- EventSetter.com
- Evvnt.com
- Eventyard.com
- Inthecalendar.com
- Iknowwhereitsat.com
- Allconference.com
- Eventzilla.net
- Goingsonin.com
- Youreventfree.com
- Myeventguru.com
- Yapsody.com
- Eventsnearhere.com
- Craigslist.org (list as a community event)
- Meetup.com (list as a community event)
- Heragenda.com
- State specific online calendars (i.e. DE Black, Urban Philly, etc.)
- Determine refund policy (where applicable) and post on event website
- Write all of the copy for your email sequences
 - Alumni Sequence (previous clients and attendees)
 - Broadcasts/ Solo-Mailers to Full List
 - Click No Buy Emails – for those who peak but don't purchase
 - Bring a Friend Campaign Emails
 - Bonus Ticket Holder Campaign Emails
 - Attendee Sequences to Upgrade to VIP
 - Attendee Sequence for Reminders (book hotel, etc.)
 - Attendee Sequences for Bringing a Friend
 - Social Media Tweets and Updates for LinkedIn and Instagram
 - Scripts for FB Live Events to position and promote event

- After event sequences for attendees
- Goal check in sequence for attendees
- Create SWIPE Copy for ambassadors and affiliates
 - 2 Solo-email choices
 - Tweets and other social media updates
 - Talking points
 - Event images
- Create a one page sales letter (double sided)
- Connect with graphic designer to create custom graphics for event
 - Event Logo (if applicable)
 - Lead Banner
 - Banner with all speakers
 - Attendee Badges
 - Speaker Badges
 - Instagram Image
 - Facebook Timeline Banner for Personal Pages and Groups
- Get event website up as soon as possible

9 Months Before

- Announce call for speakers and sponsors (if you're having sponsors or other speakers)
- Book speaking engagements in front of ideal clients to help fill event (at least 3 cities that are in travel proximity to event)
- Identify event ambassadors to help you spread word about event (at least 500 people following them on Facebook and Instagram)
 - Determine your WIIFM plan for any ambassadors
- Consider hosting a tour (½ day events to preview the content and close people to the big event – esp if you're wanting more than 75 attendees)
- Start soft launch effort of event online and offline
- Leverage social media
 - Facebook Live Events
 - IG Stories, posts and lives
- Start a webinar campaign/Facebook Ad campaign to get new leads that fit into ideal attendee (create a preview webinar that can drive leads to event site)
- Engage sales team to do welcome calls to new list subscribers and tell them about the event
- Blog about the content you'll be sharing at the event (create a content calendar)



- Determine event brand ambassadors, key influencers and strategic partners
- Start call campaign to current and previous clients to get them to consider attending and being an ambassador
- Partner with a social media power house to be your official social media manager for the event (can be a barter)
- Write your blog campaign (1 each week for the 6 months preceding your event – think in terms of the big themes to determine the topics you’ll blog about)
- Send first event direct mail piece
- Create a new opt in specifically that leads to the event
- Interview Marketing Campaign – getting key JVs to interview you for their list
 - Teleseminar
 - Webinar/Interview
 - Blog Talk Radio

6 Months Before

- Finalize sponsors/speakers and announce
- Arrange speaker travel (if applicable)
- Start online marketing campaigns
- Begin hosting monthly online events (webinars or teleseminars) to get new leads and work into call campaign
- Send second direct mail piece
- Start weekly or biweekly free training series with speakers to engage new attendees
- Work on event content
- Speak at events to get more leads for ticket sales
- Consider offering a contest to generate buzz and awareness
- Get in-kind media sponsorship
- Connect with local organizations who serve your market
- Develop your next level offer(s)
- Determine pre-work for attendees (an important stick strategy)
- Identify your call teams (who’s going to help you reach out to people to get butts in seats?)
- Consider hosting a free 5-day challenge to galvanize leads online
- Continuing finding places to speak to promote your event
- Create a Video Training Series (*3 videos 5-7 minutes each to get affiliates to promote it so you get new leads*)
- Meet with event planner to discuss audio/visual needs
- Hire audio visual team (do not skimp)

3 Months Before

- Start 3 month before event email sequences
- Deploy stick strategies (so that those who register don't cancel)
- Hold Tour Stop events
 - Tour Stop Strategy:
 - Free or low-cost event
 - Facebook event for each tour stop
 - Eventbrite event for each tour stop
 - Pick 3 to 5 people to honor in each city to increase attendance
- Reach out to local resource partners (for business related topics)
 - SBA
 - DEDO
 - Banks
 - Credit Unions
 - Business Associations
 - Chambers of Commerce
 - Women's Business Centers
 - SCORE, Inc
 - Staples
 - Regus
- Launch/Boost Focus on Bring a Friend Campaign
 - Emails
 - Phone Calls
- Launch Bonus Ticket Campaign (for anyone who got a ticket with another purchase/investment)
 - Emails
 - Phone Calls
- Start LinkedIn Campaign
 - Identify key contacts that fit ideal attendee profile
 - Develop email scripts (make people aware)
 - Develop phone script
- Beef up phone call campaigns to all attendees already registered
 - Attendees
 - Local list members
 - Bring a Friend Campaign
- Beef Up Phone Call Campaigns



- Previous Clients
- Previous Attendees
- Opt In Gift people
- All in audiences of speaking gigs
- Women's groups in the cities of the event
- Start Text Campaign for list with Cell Phones on File
- Contact local vendors for door prizes and in-kind sponsorship
- Meet with Centers of Influence for them to feature your event to their communities
- Consider feasibility of honoring a few women to increase attendance to event
- Finalize event content
- Order and purchase all event chotchkis and attendee materials
- Meet with event planning team
- Ensure all sponsors are advised/prepared/ paid up
- Flood social media
- Have offer booklets or order forms created (ncrforms.com)
- Conduct First Direct Mail Postcard Campaign (3 postcards in 10 days)
- Consider banner ads or retargeting ads
- Have JVs interview you for their lists
- Start press releases each week
- Start Facebook or Google Ad Campaigns
- Launch Full Social Media Campaign
 - Facebook Ads
 - Facebook Event for each event (tour stops and the big event)
 - Posts to applicable groups 1x per day
 - Facebook Live Trainings
 - Fan Page
 - Groups
 - Personal Page
 - Consistent Updates
 - Announce who's registered to join you at the event in your own group with custom image
 - LinkedIn direct messages to people in region (personal email)
 - Blog posts to groups for discussion
 - Black Business women online (mybbwo.com)
 - Inside Info Marketing
 - Solo-E Marketing Calendar

- Perfect Audience Ad Targeting
- Twitter Posts 4 times a day with link back to registration
- Pitch event to local media for a spotlight
- Client Ambassadors
 - Identify clients near event for ambassadors and success panel
- Employ stick strategies to all registered attendees
 - Attendee quick sheet
 - Pre-work
 - Gift at registration
 - Gift if they stay onsite at hotel
 - Gift if they bring a friend
 - Pre-event call 2 weeks before event
- Launch your Guest Blog Campaign (*Find blogs where ideal attendees are gathering and reading. They won't let you just talk about the event so pick content around the topic, mention event in byline.*)
- Send event package to local affluent or mega churches (flyer, sales letter, video of host in action)
- Start weekly Facebook Live Video Series
- Launch Direct Mail Campaign
 - 3 post cards in 10-14 days
 - Send a 1-page (both sides) sales letter to possible attendees in your immediate area
- Start reaching out to key influencers that also serve your ideal client (*For example, if you serve entrepreneurs, you might call ADP the payroll processor or your local business banker.*)

1 Month Before

- Meet with event planner to finalize details
- Spend time speaking as much as possible
- Implement local fill strategy (networking)
- Continue Bring a friend campaign
- Continue call campaigns
- Pitch event to local media for more exposure locally
- Schedule hair appointment and makeup artist
- Meet with stylist for wardrobe
- Call all attendees to make sure they have completed pre-work
- Assign onsite liaisons for all attendees

2 Weeks Before

- Meet with all teams – operations, sales and talent to make sure everyone is in place and ready for go time
- Schedule training with volunteers
- Review run of show with full team (make sure they understand that this is an enrollment event)
- Verify that all materials have arrived and are ready for distribution
- Check in with sponsors and speakers to make sure they are good to go
- Finalize counts
 - Total attendees
 - Existing Clients
 - Investing Units
- Arrange pick up of event production items (binders, bags, giveaways, etc.)

1 Week Before

- Have facial, massage and reiki session
- Finalize clothes
- Confirm makeup artist and stylist
- Meet with team for team building activity to have everyone be excited about the event

During Event

- Have registration team greet team
- Have ambassadors meet their peeps
- Hold next step sessions (onsite sales team facilitates sessions during breaks)
- Get all registrants to schedule a wrap up session with your team – bonus gift if they schedule their session
- Deliver amazing content
- Hold interest meeting in suite for serious parties (evening of night two – following offer)
- Launch Attendee sequence
 - Day zero
 - Day one
 - Day two
 - Day three
- Schedule Wrap Up Sessions for week after event is over

Day After

- Start after event email sequence
 - Monday after (for events held Wed – Fri) – access to all power point presentations
 - 1 week later
 - 2 weeks later - Join us next year – with special offer for reduced tuition/alumni rate
 - 30 days later – reconsidering joining program
 - Schedule Wrap Up Session
 - 60 days later
 - 90 days later
- Rest

3 Days After

- Processes all order forms for high end programs (72 hour wait time)
- For any cancellations that are attempted during that time have phone meeting to re-sell into program or down-sell as needed

1 to 2 Weeks After

- Hold wrap up sessions (each member of the sales team should be holding their own sessions)
- Call attendees who didn't sign up for session to schedule or hold on spot
- Follow up with all makeover application that didn't take the next step to invest
- Hold Virtual After Party and open enrollment into programs for non-attendees
- Start client onboarding for all new clients / send new client gifts
- all order forms for high end programs (72 hour wait time)
- For any cancellations that are attempted during that time have phone meeting to re-sell into program or down-sell as needed

30 Days After

- Close enrollment into programs and prepare for next year's event!