

## Event Planning Timeline

Time Frame	Action Items
10-12 months prior to the event	<ul style="list-style-type: none"><li>Set event dates and cross reference with any other events during that time frame</li><li>Secure facility rental</li><li>Acquire necessary permits</li><li>Create budget</li><li>Develop a web presence and social media strategy</li><li>Contact the Fox Cities Convention &amp; Visitors Bureau</li><li>Set up hotel blocks with the Fox Cities Convention &amp; Visitors Bureau</li></ul>
7-9 months prior to the event	<ul style="list-style-type: none"><li>Form an organizing committee and define roles</li><li>Set registration fees and policies</li><li>Execute web presence strategy by updating and promoting event information on event website<ul style="list-style-type: none"><li>Answer the 5 W's of an event (<i>Who, What, Where, When, Why</i>)</li><li>Put yourself in the perspective of an athlete or spectator coming to your event and answer any questions one would have prior to an event, on-site at an event, and any expectations, and deadlines</li></ul></li><li>Post event information on area community calendars- <i>Ask Fox Cities CVB for tips</i></li><li>Implement the developed social media strategy</li></ul>
4-6 months prior to the event	<ul style="list-style-type: none"><li>Obtain event liability insurance</li><li>Secure sponsors</li><li>Consider facility logistics like parking, restrooms, seating, traffic flow, concessions/food, etc.</li><li>Promote the event to teams/participants</li></ul>
2-3 months prior to the event	<ul style="list-style-type: none"><li>Create equipment and supply list</li><li>Recruit staff, volunteers, and officials</li><li>Consider security issues and concerns</li><li>Order trophies, medals, certificates, etc.</li><li>Hire medical personnel, such as athletic trainers</li></ul>
1 month prior to the event	<ul style="list-style-type: none"><li>Finalize event schedule</li><li>Promote the event to spectators</li><li>Order signs and banners, if needed</li><li>Send participants event and facility information (ex. <i>Know Before You Go</i>)</li><li>Finalize concession/food and beverage needs</li></ul>
1-2 weeks prior to the event	<ul style="list-style-type: none"><li>Conduct a walk-through at event site to identify last minute preparations or maintenance issues</li><li>Create a logistic schedule of events (Schedule that includes everything from set up to tear down)</li><li>Create a critical incident response plan<ul style="list-style-type: none"><li>Anticipate all problems/crises and set a course of action</li><li>Create an incident form to write up any incident that could become an insurance or legal issue</li></ul></li><li>Create event information sheet including all necessary information and key contacts (Everyone working or volunteering at the event should have one)</li></ul>
Event Day	<ul style="list-style-type: none"><li>Meet with key personnel, such as staff, site crew, officials, medical personnel, volunteers, and security to go over assignments, procedures, and information</li><li>Check on all technical equipment, such as radios, sound system, and lighting</li><li>Ensure plenty of ice and water available for event participants</li><li>Regularly check cleanliness of all areas of the facility</li></ul>
Post-Event	<ul style="list-style-type: none"><li>Thank everyone involved with the event including staff, volunteers, spectators, teams, coaches, sponsors, facility personnel, etc.</li><li>Send out evaluation survey to teams/participants</li><li>Recap event and evaluate ways to improve for future events</li><li>Total revenues and expenses, compare with event budget</li><li>Set dates for next year's event, if annual</li></ul>