

Event Planning Timeline

Provided by Lauren Adkins

National Main Street Center, National Trust for Historic Preservation

January 15	First committee meeting. Appoint chair. Set date/time/location of event. Establish subcommittees.
February 9	Subcommittee reports and updates.
March 13	Begin advertising/publicity campaign. Order resale items.
April 8	Food and beverage vendors finalized. Entertainment booked.
April 15	Volunteers recruited to staff event.
May 15	Order equipment.
May 23	Subcommittee reports.
May 25	Set up booths. Complete final preparations.
May 26	FESTIVAL!!! Leave 2 hours of set-up time before event and one hour of break-down time afterwards.
June 1	Final subcommittee reports due. Party to celebrate it ending and to evaluate the event.
June 8	Financial report due.





Publicity Campaign for a Special Event
 Provided by Lauren Adkins, National Trust Main Street Center

When to Schedule

What to Do

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| 52 weeks | Submit calendar information to state department of tourism. Some states produce an annual calendar of events and some do quarterly ones. Verify deadlines and expect them to be very early. |
| 16 weeks | Select committee members to share responsibilities of publicizing event. Assign duties and reach agreement on scheduled deadlines. |
| 16 weeks | Provide committee members with complete event details and plans. Establish speakers; bureau and contact all civic organizations to arrange speaking engagements. Use these presentations as an opportunity to enlist volunteers, vendors, etc. |
| 16 weeks | Design event logo. Develop theme and slogan. Plan printed materials: posters, flyers, bill stuffers, invitations, ads, etc. Design sponsorship packages. |
| 16 weeks | Begin planning kick-off media event. |
| 16 weeks | Update press mailing list and organization membership roster, if they are not continuously maintained. |
| 16 weeks | Plan exhibits for exhibit hall. Approach billboard companies to obtain space. Approach all media (radio, television, newspaper, magazine, and cable television) with sponsorship packages which will include advertising for the event. |
| 16 weeks | Order any specialty advertising products: printed napkins, hats, fans, balloons, banners, t-shirts, etc. |
| 12 weeks | Contact regional and state magazines with story ideas for feature stories. Submit notices to calendar editors from regional and state magazines. |
| 8 weeks | Approach newspaper editors about exclusive feature story which will run just prior to release date for announcement story to other media. This may be a benefit of sponsorship. |

Protecting the Irreplaceable



