



Name	Date	Category	Status
Choose Date(s)	Sep 15, 2020	Strategy	To Do
Determine Event Theme & Format Things to determine: <ul style="list-style-type: none"> • Days Event Will Take Place • Time it will start/end • # of sessions • Types of sessions (panels, networking event, etc.) 	Sep 15, 2020	Event Production	To Do
Establish Goals & Objectives of Event	Sep 15, 2020	Strategy	To Do
Create guest communication strategy Decide how to promote event to guests, how frequently to contact them, and what the communications will look like.	Sep 15, 2020	Guests	To Do
Identify Target Guests Decide who guests will be, and what markets they live in. With virtual, you can cast the net wider than one specific location.	Sep 15, 2020	Guests	To Do
Create Event Budget Estimate	Sep 15, 2020	Budget & Financial	To Do
Determine if Sessions Will Be Live or Pre-Taped	Sep 15, 2020	Event Production	To Do
Develop strategy for releasing recordings to attendees after event	Sep 30, 2020	Event Production	To Do
Research Virtual Event Platforms	Sep 30, 2020	Platform	To Do
Research Speakers	Sep 30, 2020	Speakers	To Do
Determine if Event Will Be Recorded	Sep 30, 2020	Event Production	To Do
Create Event Staff Plan Determine staff needed: <ul style="list-style-type: none"> • producers • engineer • emcees • staff to answer guest Q&A • etc. 	Sep 30, 2020	Staff	To Do
Determine event production needs Think through entire event production and figure out what's needed. Are you filming in zoom & then sending that feed to your virtual event platform? Will you have a graphic overlay on your videos? how will you execute this?	Sep 30, 2020	Event Production	To Do
Start Sponsorship Search	Oct 12, 2020	Sponsors	To Do

Choose a Virtual Event Platform Decide what event software to use to host your event	Oct 12, 2020	Platform	To Do
Reach out to speakers + collect speaker proposals	Oct 12, 2020	Speakers	To Do
Determine Sponsorship Opportunities	Oct 12, 2020	Sponsors	To Do
Create Sponsorship Opportunities Deck	Oct 12, 2020	Sponsors	To Do
Review Speaker Proposals & Finalize Speaker List	Nov 10, 2020	Speakers	To Do
Hire or designate event emcees Hire or designate event emcee (person to keep event moving and moderate in between sessions)	Nov 10, 2020	Entertainment	To Do
Set-Up Attendee Communications Create & Program Guest Communications (i.e., invites to register to attend, etc.)	Nov 15, 2020	Guests	To Do
Send presentation guidelines to speakers	Nov 20, 2020	Speakers	To Do
Finalize attendee invite list Finalize list of attendees that you'd like to invite	Nov 20, 2020	Guests	To Do
Develop media attendee list & outreach plan If media is attending, send invitation to them by this date.	Nov 20, 2020	Media	To Do
Send Speaker Contracts Send presentation guidelines to speakers: <ul style="list-style-type: none"> length of presentation can they have Q&A, specs to deliver slides in is video allowed is polling allowed etc. 	Nov 20, 2020	Event Production	To Do
Send first attendee invitation by this date	Nov 30, 2020	Guests	To Do
Decide What to do During Breaks I.e., will there be break activities like trivia? Will there be a graphic hold slide with music?	Nov 30, 2020	Event Production	To Do
Speaker Contracts Signed	Nov 30, 2020	Speakers	To Do
Reach out to media, asking them to attend	Nov 30, 2020	Media	To Do
Create "Tech Spec" Sheet for Speakers Determine technical requirements (i.e., lighting, webcam, background, internet needs) and share with speakers.	Nov 30, 2020	Speakers	To Do
Book Entertainment Do you want to hire a live DJ, trivia host, etc. to entertain guests in between sessions, etc.	Nov 30, 2020	Entertainment	To Do

<p>Run Speaker Tech Run Through</p> <p>Schedule time with speakers to run technical run-through to test lighting, webcam, background, internet, etc.</p>	Dec 03, 2020	Speakers	To Do
<p>Design Graphics Needed</p> <p>Graphics may be needed to enhance virtual platform + for attendee communications</p>	Dec 03, 2020	Design	To Do
<p>Collect Assets from Speakers (Bios, Pictures & Emcee Intro)</p> <p>Ask Speaker how they'd like to be introduced by emcee. Suggested intro length is 1-2 sentences. These assets will come in on rolling basis. Date here as placeholder.</p>	Dec 03, 2020	Speakers	To Do
<p>Set-Up Virtual Event Platform for Event</p> <p>Add graphics, copy, configure as needed. Get bulk of it set-up in advance, plan to make additions and tweaks on rolling basis until event date.</p>	Dec 03, 2020	Platform	To Do
<p>Put Speaker Bios & Headshots on Website</p> <p>Likely will be added to website on rolling basis. Date here as placeholder.</p>	Dec 13, 2020	Platform	To Do
<p>Put event agenda on website</p> <p>Aim to send this out as close to invitation being sent as possible. Agenda may be finalized closer to event date, so communicate to guests that it's subject to change.</p>	Dec 13, 2020	Platform	To Do
<p>Create plan for "screen shooting" event</p> <p>Designate staff member to take screenshots of event throughout. These will serve as photos when the event is over.</p>	Dec 13, 2020	Photography	To Do
<p>Create event recording strategy</p> <p>Does event need to be recorded? If so, does it have to be edited? Who is editing it? Where will the recordings be distributed?</p>	Dec 13, 2020	Recording	To Do
<p>Speaker Presentation Outlines Due</p> <p>Speakers to send presentation outlines (i.e., length of presentation, if they're doing Q&A and for how long, will they include polls, will they have video).</p>	Dec 13, 2020	Speakers	To Do
<p>Finalize Day of Event Schedule & Run of Show</p> <p>Finalize steps needed to take before event to prep (tech checks, etc.) and run of show (detailed timing of when speakers will speak and other presentation prompts).</p>	Monday, Dec 21	Event Production	To Do
<p>Finalize/Update event budget</p> <p>Budget should be updated on ongoing basis.</p>	Monday, Dec 21	Budget & Financial	To Do
<p>Full Event Tech Run Through</p> <p>Conduct event tech run-through to go through all prompts for a virtual event before the live event takes place to ensure that all runs smoothly.</p> <p>Include producers and go through all prompts (moving speakers on and off the screen, etc.)</p>	Dec 28, 2020	Event Production	To Do

Check-in with speakers Email speakers to re-iterate event logistics (time to sign onto platform, etc)	Dec 28, 2020	Speakers	To Do
Show time!	Dec 31, 2020	Event Production	To Do
Upload Recordings to Server	Jan 01, 2021	Post-event	To Do
Send Thank You For Coming Email & Survey	Jan 01, 2021	Post-event	To Do
Communicate Final Attendee Data To Client	Jan 01, 2021	Client Management	To Do
Edit Recordings	Jan 01, 2021	Post-event	To Do
Send thank you note to speakers & sponsors	Jan 01, 2021	Speakers	To Do
Send Digital Recordings to Attendees	Jan 06, 2021	Post-event	To Do
Post Recordings on Website	Jan 06, 2021	Post-event	To Do
Wrap Event Budget & Submit Actuals to Client	Jan 08, 2021	Budget & Financial	To Do
Ensure all invoices paid	Jan 31, 2021	Budget & Financial	To Do