



CONFERENCE PREPARATION CHECKLIST

6 months out

- Finalize dates for event and location
- Finalize budget for event
- Send invitations to potential speakers
- Begin promotional campaign ("Save the Date")
 - * Promo email #1 to potential attendees
 - * Website advertisement
 - * Social Media

4 months out

- Launch online registration on the event website
- Update website and social media links
 - * Reflect open registration
 - * Post keynote speakers
- Send promo email #2 with registration info
- Consider promo mailer (possibly postcard)
- Finalize Conference Schedule / Order of Events and create any cue sheets
- Secure any needed catering or housing reservations

2 months out

- Refresh promotional materials on the event website and social media
- Update event website
 - * Add local housing and dining options
 - * Add detailed Schedule of Events
- Finalize any travel details for speakers
- Recruit any site hospitality volunteers needed



1 month out

- Refresh promotional materials on the event website and social media
- Send promo email #3 ("Final Call" for registration)

2 weeks out

- Email registrants
 - * Final schedule
 - * Reminder about and link to web resources
- Refresh social media
- Finalize details with host site, tech, etc., (including room set up, production details, etc)

1 week out

- Email registrants
 - * "Day of" details, including where, when, and what to expect, etc.
- Refresh social media
- Confirm all catering being utilized (final numbers)