## How to Plan a Professional Event: Simplified

-Select the date, time, and location -Establish a theme 8-12 months in advance -Determine the expected audience -Confirm a budget -Begin marketing and advertising -Create the schedule 4-8 months in advance -Determine catering needs -Create and order signage -Finalize presenters and speakers -Begin registration for attendees 2-4 months in advance -Use teasers to increase registration -Finalize any travel arrangements -Final marketing push -Create a participant survey 1-2 months in advance -Finalize catering details -Confirm any technology you need -Prepare registration materials -Confirm presentation information Less than 1 month -Confirm vendors in advance -Remind attendees of important info -Send thank you notes -Hold a follow-up committee meeting After the event -Prepare an evaluation report -Review all invoices and address them