

## POP Awareness Month Annual Timeline Checklist: Industry and Clinical Events

**Event Name:**

**Event Date:**

**Event Location:**

**Event Planner:**

**Event Title:**

**Anticipated Number of Attendees:**

### **9-12 months prior to event:**

- Appoint chair.
- Establish meeting goals & details.
- Establish responsibility list.
- Determine budget.
- Determine funding resources.
- Determine location.
- Establish venue.
- Establish point of contact with hotel meeting planner.

### **6-9 months prior to event:**

- Reserve venue.
- Determine potential keynote.
- Determine and confirm speakers.
- Determine event chair.
- Determine topics.
- Establish contact with accreditation agency.

### **3-6 months prior to event:**

- Marketing.
- Create and order save-the-date cards, invitations, response cards and related materials.
- Draft program agenda.
- Determine signage requirements (pedestrian & vehicle).
- Determine on-site registration procedures.
- Explore preliminary menu.
- Secure train, bus, and car transportation information.
- Secure safety and security information.
- Contact vendors as required for: tent, stage, podium, chairs, tables.
- Explore AV equipment (sound, lighting, projector, computers, etc).
- Explore decorations, flowers.

### **1-3 months prior to the event:**

- If alcohol is being served, request necessary approval.

- Arrange for photographer.
- Send print invitations to appropriate parties.

### **1 month prior to the event:**

- Marketing.
- Approve final program/agenda.
- Finalize PP capture.
- Draft script or talking points for host/chair.
- Continue external publicity.
- Consider site preparation (special cleaning, equipment and trash).
- Prepare event signage.

### **2 weeks prior to event:**

- Review staffing assignments for day of event.
- Meet on site with operational staff if event is local, communicate via e if not.
- Meet with caterer on site to discuss setup and final menu.
- Send out attendance update to key players.
- Ship event items to venue (programs, totes, lanyards, badges, place cards, signage).

### **1 week prior to event:**

- Send caterer final count
- Print programs, name badges, seating charts, place cards, etc.
- Confirm arrangements with vendors.
- Contact caterer to verify all arrangements.
- Confirm security requirements.
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### **1 day prior to event:**

- Ensure tent, chairs, tables, stage, podium are in place.
- Set up booth spaces (table clothes/signs), registration booth, speaker ready room.
- Arrange printed material, nametags, etc. on registration table.
- Check stage setup.
- Check sound and lighting equipment with vendor(s).
- Ensure space and hook-ups are available for media.
- Ensure decorations are in place.

### **Event day:**

- Check location setup chairs, tables, podium, food.
- Water available for speakers in ready room, spare at podium.

### **1-7 days post event:**

- Thank you notes to speakers, volunteers, staff.
- Complete written evaluation of the event with suggestions for future events.
- Coordinate event story and photographs for media & social media share.