

colortone

EVENT PLANNING GUIDELINES

- Establish event goals & success metrics
- Identify target audience & estimate attendance
- Define scope, format & duration
- Set budget categories & allocations

8 - 12
MONTHS
BEFORE
EVENT

DISCOVERY &
STRATEGY

VENUE
LOGISTICS

6 - 8
MONTHS
BEFORE
EVENT

- Conduct site visit(s) with Colortone
- Assess capacity, layouts & storage
- Confirm venue availability
- Review load-in/out logistics
- Review contract obligations

- Identify AV & technical requirements
- Develop pre-production timeline
- Define branding, scenic & stage concepts
- Plan signage (print & digital)
- Coordinate content creation
- Source & coordinate additional vendors

4 - 6
MONTHS
BEFORE
EVENT

PRODUCTION

PROGRAM
PLANNING

3 - 4
MONTHS
BEFORE
EVENT

- Draft agenda and schedule
- Confirm speakers
- Plan networking opportunities & sponsorship activations
- Map registration & attendee flow
- Confirm travel & lodging arrangements

- Finalize & collect assets & presentations
- Confirm audio-visual requirements
- Plan Q&A & session interactivity
- Define post event usage of record

2 - 3
MONTHS
BEFORE
EVENT

FINALIZE
CONTENT

FINAL
PREPARATION

1
MONTH
BEFORE
EVENT

- Complete run of show
- Finalize rehearsal schedule
- Confirm all vendors & venue are aligned on logistics

- Conduct final rehearsals
- Manage speaker flow
- Monitor attendee experience
- Execute run of show

DAY OF
EVENT

EVENT
EXECUTION

POST EVENT

1-2
WEEKS
AFTER
EVENT

- Conduct planner & production debrief
- Collect attendee feedback
- Deliver final media assets
- Issue & pay final invoices
- Review & discuss next event

