

# February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
<div style="border: 1px solid black; background-color: #e0e0e0; padding: 10px;"> <p style="text-align: center;"><b>Six Weeks before the Event</b></p> <p><b>Event Check List:</b> Reserve facility, form committee, coordinate physical set up, arrange for equipment, execute contract/rider, determine budget, determine publicity methods.</p> </div>						
19	20	21	22	23	24	25
<div style="border: 1px solid black; background-color: #e0e0e0; padding: 10px;"> <p style="text-align: center;"><b>Five Weeks before the Event</b></p> <p><b>Publicity:</b> Design theme, text and methods (posters, flyers, buttons, handbills). Letter to target audience, order tickets, DSN, Tribune announcements, meet with college Public Relations</p> </div>						
26	27	28				
<div style="border: 1px solid black; background-color: #e0e0e0; padding: 10px;"> <p style="text-align: center;"><b>Four Weeks before the Event</b></p> <p><b>Marketing/Promotions:</b> T-shirts, Frisbees, Key Chains, Bookmarks, Banners, Giveaways, Books.  <b>Publicity:</b> Distribute Posters, send press releases, send DSN and Tribune announcements</p> </div>						

Sample Planning Calendar

# March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<h1>Sample Planning Calendar</h1>						
5	6	7	8	9	10	11
<b>Three Weeks before the Event</b> <b>Program Content:</b> Develop printed program, assign speakers for introductions and closing, recruit volunteer for ushers, box office and book sales, request checks and petty cash, order cash boxes, order food						
12	13	14	15	16	17	18
<b>Two Weeks before the Event</b> <b>Promotions:</b> Promotions, promotions, promotions! Resend all press releases, tribunes, DSN. Arrange for interviews, newspaper, tv and radio. Printed program to print. Develop script for content and set up rehearsal time. Order radios and/or security						
19	20	21	22	23	24	25
<b>One Week before the Event</b> <b>Recheck:</b> Facility and physical set up, check request, technical needs, lodging for performers, volunteer orientation, ticket sales, food, and transportation for guest.						
26	27	28	29	30	31	<u><i>After the Applause</i></u> -Evaluate event -Send thank you notes -Reconcile tickets -Return radios, easels -Reconcile budget
	<b>Day of Event</b> Pick up cash boxes, tickets, performer's check, & programs. Sound/equip. checks. water for podium, etc.					