

# Virtual Event Timeline

## 1 Year Out

Save the date! Determine your event length, analyze last year's event, gather inspiration from competitors, and build an advisory committee (if needed).



## 6 Months Out

Time to find an event technology partner and schedule your kickoff call.



## 4 Months Out

Book your speakers, create your marketing material and schedule emails and social media posts



## 3 Months Out

Write your event press and spread the word!



## 2 Months Out:

Set an agenda and find your sponsors



## 1 Month Out

Check in with your technology partner to put the finishing touches on your virtual event platform



## 3 Weeks Out

Switch from early bird pricing to full price registration



## 1 Week Out

Run "dress rehearsals" with speakers to test tech. Encourage attendees to upload their info to the virtual event platform



## 2 Weeks Out

Check in with your speakers and start communicating with event attendees who have registered



## The Day Of!

Take this time to monitor what's going on, and use the flexibility of virtual events to your advantage.



## After Your Event

Run a full evaluation of your virtual event. Survey attendees and speakers, and refer back to your virtual platform to gather data for next year.

