



MAGNOLIA CREATIONS

Vendors, internal teams, and approvals all operate on different restart schedules. Working backward protects your deadlines and builds in margin—your greatest asset. Use this event timeline as a guide and add your own to-do's along the way.

EVENT TIME (WORKING BACKWARD)

20+ Weeks Out
(Sept–Oct)

- Define goals + success metrics
- Confirm VIP/speaker holds
- Assign internal team roles
- Build preliminary budget
- Build vendor shortlist + send RFPs
- Create master project timeline

16-20 Weeks Out

- Conduct site visits
- Select layouts + flow
- Outline speaker content or panel structure
- Start internal approvals
- Begin lodging + transportation planning

12–16 Weeks Out
(November)

- Build a detailed agenda + session descriptions
- Contracts completed + deposits issued
- Begin internal approvals; budget, legal, branding, leadership
- Secure hotel room blocks + transportation
- Preliminary run-of-show drafted
- Décor + visual elements identified
- Guest journey + accessibility mapping begins

8–10 Weeks Out
(Early–Mid
December)

- Print + digital design finalized
- Run-of-show locked
- Staffing + security confirmed
- Entertainment + activations reconfirmed
- Transportation + parking plan confirmed

4–6 Weeks Out
(Early–Mid January)

- Send items to print
- Final tasting or menu confirmation
- Room diagrams + signage approved
- ADA/dietary accommodations finalized
- Updated emergency + contingency planning

2–3 Weeks Out
(Mid–Late
January)

- Collect final presentations
- Production schedule finalized
- Staff assignments distributed
- Guest communications completed
- Load-in, staging, and delivery timeline set

It's Event Day!!

- Team arrival + distribute radios, badges, materials
- Check registration readiness
- Meet early with production crew for cue notes
- Conduct sound/lighting checks
- Manage timing for breaks, meals, transitions
- Debrief at end of day with core team