



## INITIAL PLANNING

Due Date	Date Completed	Person Responsible	
_____	_____	_____	Initial planning session – cooperating organizations invited, committee assignments
_____	_____	_____	Prepare budget
_____	_____	_____	Develop timetable
_____	_____	_____	Contact Choose Lansing ( <a href="http://www.lansing.org">www.lansing.org</a> ) to reserve meeting, banquet, and hotel accommodations. (Large groups 2-3 years out and smaller groups 6 months – 1 year out).
_____	_____	_____	Develop sponsorship program
_____	_____	_____	Solicit potential sponsors
_____	_____	_____	Confirm cooperating organizations/staff
_____	_____	_____	Determine and obtain mailing email/database
_____	_____	_____	Contact and confirm speakers with contract
_____	_____	_____	Obtain speaker bios for brochure printing
_____	_____	_____	Assemble materials for printed promotions
_____	_____	_____	Assemble materials for electronic promotions
_____	_____	_____	Prepare and distribute marketing materials
_____	_____	_____	Prepare press releases and send to State/National and trade publications
_____	_____	_____	Prepare records for pre-registration

Choose Lansing™ is the Destination Marketing Organization for the **Greater Lansing** region.

<b>Due Date</b>	<b>Date Completed</b>	<b>Person Responsible</b>
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Request speaker honorariums

_____	_____	_____
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Contact Choose Lansing Services Department to coordinate attendance building activity and determine other complimentary services they can assist with

_____	_____	_____
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Prepare and order appropriate signs

_____	_____	_____
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Load conference/presenter info on flash drives

_____	_____	_____
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Send confirmation letters to program staff and leaders

_____	_____	_____
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Determine and invite conference guests email

_____	_____	_____
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Confirmation to pre-registrants

_____	_____	_____
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Prepare name badges

_____	_____	_____
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Prepare place cards for head tables, etc

_____	_____	_____
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Maintain record for all expenses

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Arrange for registration desk staff

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Schedule photographer/videographer

**OTHER COMMENTS**

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