

PLANNER TIMELINE

Thank you for choosing Madison as the destination for your upcoming event! Below, you will find a general timeline that may be helpful as you plan your event.*

Prior to One Year Out

- Contact Convention & Visitors Bureau staff
- Site visit
- Sign facility contract
- Determine conference hotels and explore online housing
- Develop conference budget
- Develop conference logo
- Establish Local Committee/contact
- Draft theme/title

12 Months

- Brainstorm program ideas
- Determine agenda: business and social
- Promote at prior year's meeting - signage, handouts, etc.
- Determine registration price
- Obtain event insurance
- Determine exhibitor price

9-11 Months

- Solicit exhibitors and sponsors
- Determine program contents
- Determine and contact speakers
- Determine any off-site space needs
- Design printed materials
- Determine field trips needs
- Develop registration materials
- Contract transportation (ground and air)
- Contract with transportation for field trips & shuttles

6-10 Months

- Recruit volunteers
- Send "save the date" mailings to audience
- Determine any entertainment needs
- Select catering menus
- Select tradeshow decorator
- Determine audio visual needs
- Contract for merchandise

3-5 Months

- Create hotel shuttle schedule
- Determine any PR needs
- Send program brochure with registration materials
- Determine signs and banners needed
- Contract with printer(s)
- Open online registration

1-2 Months

- Arrange hospitality for staff and volunteers
- Remind registrants of travel/lodging deadlines
- Send out e-mail to all registered attendees with any updates, etc.
- Site visit: review room diagrams, menus, etc. with facility

Less Than One Month Out

- Prepare ID tags
- Stuff registration bags
- Finalize menus and guarantees
- Confirm agenda with all vendors

* Every event is different and will require additions and changes to the timeline.

If you have any questions or would like to learn more about the services Destination Madison can offer to help you plan your event, please contact Janine Wachter at wachter@visitmadison.com.