



Twentynine Palms TBID Event Planning Timeline Template

Pre-Event

- Secure event venues and necessary permits, considering Twentynine Palms' unique locations. Obtain a Venue Agreement for each location to confirm all details and arrangements.
- Develop sponsor packages tailored to highlight Twentynine Palms' five key destination pillars. (*Outdoor Recreation, Arts, Culture, and History, Health and Wellness, Culinary Experiences, Astronomy*)
- Design and distribute “Save the Date” communications, incorporating Twentynine Palms branding and themes.
- Finalize the event agenda with a focus on Twentynine Palms' cultural, historical, and natural assets.
- Open registration with a clear emphasis on the unique aspects of Twentynine Palms.
- Send press releases to regional, state, and local media, highlighting Twentynine Palms' attractions.
- Ramp up digital marketing efforts, using platforms popular among the target demographics.
- Confirm logistics for local food & beverage services, showcasing regional culinary delights.
- Recruit volunteers, preferably with local knowledge and enthusiasm for Twentynine Palms.
- Intensify promotional efforts in state and local media.
- Print programs and signage.
- Finalize schedules for volunteers and vendors, ensuring smooth operations.
- Continue with targeted state and local media promotions.
- Prepare registration and promotional materials that highlight Twentynine Palms.
- Finalize food and beverage details, focusing on local cuisine.
- Send confirmation communications with a warm welcome and information about Twentynine Palms.
- Communicate final participant numbers to event staff and vendors.



- Finalize registration and check-in processes to ensure a smooth welcome.
- Conduct volunteer training with an emphasis on local hospitality and information.

Post Event

- Send personalized thank you notes to sponsors, attendees, and partners, highlighting Twentynine Palms' appreciation.
- Distribute a post-event survey to attendees, including questions about their experience in Twentynine Palms.
- Perform expenditure reconciliation, keeping in line with TBID guidelines.
- Prepare and submit a post-event report to TBID, detailing the event's impact on promoting Twentynine Palms.