Virtual Event Timeline Template

Edit this template to fit your event. Create a timeline for each event and reuse from year to year as applicable.

1-3 months before event or more depending on size of event		
Item	**Target Date**	**Completion Date**
Create Event Plan • Who, What, Why, When • Goals • Connection to Plan of Work • Financial Limitations		
Create a Budget • Budget Tips and Tricks and Things to Consider: Go to the website		
Determine Program Format • Meeting • Webinar • Trade Show Component		
Book Speakers • Set up vendor if payment is required		
Create Preliminary Agenda of Event		
Post your event on the MSU Extension events calendar • Post early and include preliminary information and update once details are finalized • https://www.canr.msu.edu/eventservices/training-materials/post-events-in-dotcms		
Create Sponsor Packages, If needed • Create system for tracking sponsorships		
Send Potential Sponsors Materials		
Create Promotional Materials • The marketing checklist provides a list of possible communication and promotional tactics that can be used. • https://www.canr.msu.edu/resources/msu-extension-marketing-checklist		
Build and Open Registration System		
Send Promotional materials to Potential Participants		
Determine Virtual Needs • Playing videos • Interaction components		
Set up Zoom Link, • Enable waiting room feature if desired • Select mute and no-video for all upon entry • Create Zoom password (numbers are best practice) • Enable pre-assign breakouts if meeting format • Add survey or promotional components if in webinar format		

2-8 weeks before event or more depending on size of event		
Item	**Target Date**	**Completion Date**
Double Check that all Contracts are Signed and Returned		
Review Speaker Assignments and Needs • Make sure there is someone to host, and tech check each presenter/speaker if there are multiple speakers • Conduct tech checks		
Monitor and manage registration list • Double check to ensure payments have been made • Email invoices to balance dues to try to collect all money before event • Cancel duplicates • Cancel those who haven't paid/don't send information to them? • Answer participant questions		
Start Assembling Materials • Uploading materials to access point • Prepping kits for pick up • Prepare agenda with zoom links		
5 to 15 Days Before Event		
Item	**Target Date**	**Completion Date**
Create hot list of critical phone numbers • Share with speakers/moderators/tech support		
3-5 Days Before Event		
Item	**Target Date**	**Completion Date**
Reconfirm with speakers and touch base with hosts to ensure everything is all set with speakers		
Send participant names to speakers, if needed		
Get presentations from the speakers, if possible, to preload them on the computer		
Set up Zoom polls if applicable		
Pull reports if putting attendees in breakout rooms.		
Create breakout rooms in Zoom's excel format with registration reports		
1 Day Before Event		
Item	**Target Date**	**Completion Date**
Double check registration list and balance dues – update any invoices, etc. • Cancel those who haven't paid/don't send information to them?		
Save any presentations onto computer.		
Save videos onto computer or bookmark online videos.		
Send reminder email with Zoom information and any materials needed		
Days of Event (especially day 1)		
Item	**Target Date**	**Completion Date**
Send final reminder email with Zoom information and any materials needed		

Item	Target Date	Completion Date
Welcome guests		
Help speakers get set and comfortable with room • Have speakers and hosts join early		
Double check that everything is set for each transition at least one hour before the transition happens to make sure everything is set		
Send evaluation link or demographic survey link in chat if needed		
After the Event		
Item	**Target Date**	**Completion Date**
Save Zoom usage report, poll reports, participant registration reports and save to computer		
Follow up on Balance Dues		
Send out evaluation, if needed		
Write thank you letters to speakers and others who need thank you letters		
Send out recording links if needed		
Send CEU credit information to organizer or crediting agency with participant information		
Pay invoices		
Finish budget with actuals		
Synthesize evaluations		
Complete PEARS and any additional reporting requirements		

Contact: ANR Event Services, events@anr.msu.edu, (517) 353-3175,
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