

Conference Event Planning and Marketing Tasks

Registration Setup

1. Pre-Con Meeting with Communications Team—*Registration Build Form, Survey Form Creation, AdventSource Request Form, Registration Pricing Sheet Review and Selection*
2. Registration setup and Landing page creation on Bizzabo platform (English & Spanish)
3. Event logo designed (English & Spanish)

Marketing Strategy and Content Creation

4. Marketing Timeline Created—Videos and graphics via Mailerlite, YouTube, FB Events Calendar, social media, department contact mailing lists, etc.
5. Marketing videos creation (English & Spanish)
6. Marketing flyers/graphics creation (English & Spanish)

Booklet Content Creation

7. Program booklet design and layout (English & Spanish)
8. Printing Coordination—program booklet, presenter's materials, special publications (i.e. cards, handouts, brochures, etc.) (English & Spanish)
9. Digital/online program content entered in Bizzabo (English & Spanish)

Attendee Messages Creation & Responses

10. Attendee event messages creation and scheduling (usually 3 emails—event countdown, reminders, instructions)
11. Responding to event inquiries via Bizzabo, social media, emails (English & Spanish)

Nametag Design

12. Selection of Fields
13. Nametag design and printing coordination

Securing Communication Support Staff

14. Securing photographers
15. Securing translators
16. Securing translation radios
17. Securing AV personnel (audio, video recordings, PowerPoint presentations, livestreaming, etc.)

Video Pack Creation

18. Video pack creation for program projections (program segments, speaker intros, video presentations, promotional videos, etc.)
19. Event projection assets creation (speaker presentations, program segments, song lyrics, video presentations, etc.)
20. Receiving/formatting screen projections (presenters, praise team, musicians, etc.)

Planning Center Creation

21. Run Sheet creation by department
22. Department Submission of *Musician and Presenter A/V Needs Request Form*
23. Department Submission of *Backline Request Form*
24. Program details and assets entered in Planning Center

Onsite Registration Team Training

25. Select Onsite Check-In Team
26. Schedule Onsite Check-In/Guest Services Orientation Meeting

Create Online Accounts/Link

27. Uploading photos to social media and Flickr accounts
28. Create photo upload link
29. Department create Event Survey

Post-Event Tasks

30. Schedule/Send follow up message to attendees (survey link, photo link, etc.)
31. Post-Con Meeting with Communications Team

Event Planning & Marketing Timeline

4 - 6 Months Before Event

- Directors submit AV & Communication Request Form (event purpose and description, theme, target audience, speakers, etc.)
- Pre-con Planning Meeting with Department and Communication/ AV Team
- Registration opening date set in advance
- Registration setup on Bizzabo (English & Spanish) – preliminary structure
- Setup of Google Analytics
- Landing page skeleton created on Bizzabo (English & Spanish)
- Event logo designs (English & Spanish)
- Setup Teams Channel specific to the event
- Create shared folder for directors/presenters to upload assets. Send clear instructions and deadlines for uploading.
- Setup automatic periodic reminders to directors.
- Secure AV Personnel (audio, video recordings, PowerPoint presentations, etc.)
- Secure translators and translation radios
- Secure photographers

3 - 4 Months Before Event

- Deadline: Directors submit presenter/speaker bios and headshots, photos, session/workshop titles and descriptions, schedule, pricing, FAQs, housing, meals, contact info, etc. Needed before landing page, early promotions, and program booklet can be finalized.
- Marketing flyers/graphics creation begins (English & Spanish)
- Marketing video creation begins – three videos minimum (English & Spanish)
- Approval/final sign-off deadlines for directors – flyers/graphics/video (1-2 weeks after first draft delivery).
- Initial marketing campaign planning (channels, dates – schedule reminder blasts 60 days, 30 days, 10 days before event)
- Begin adding confirmed program details to Planning Center.
- Registration setup on Bizzabo (English & Spanish)
- Landing page creation on Bizzabo (English & Spanish)
- Landing page completed on Bizzabo with confirmed details.
- Registration goes live on Bizzabo.
- Marketing video finalized and released (English & Spanish)
- Marketing flyers/graphics finalized, and distribution begins (English & Spanish)

2 - 3 Months Before Event

- Printed program booklet outline created (English & Spanish)
- Begin broad marketing campaign (Mailerlite, YouTube, FB Calendar, social media, mailing lists, etc.) – 90 days, 60 days, 30 days, 10 days before event)
- Send reminder to directors: upload updated bios, photos, and presentations

6-8 Weeks Before Event

- Begin building projection assets (program segments, video packs, speaker intros, song lyrics, videos, etc.)
- Begin formatting presenter materials for screen projections
- Coordinate printing of presenters' materials & special publications
- Continue marketing push & respond to inquiries (Bizzabo, emails, social media)
- Send reminder to directors: presentations, outlines, music due via shared folder, etc.
- Draft program booklet design and layout (8 weeks) (English & Spanish) Note: if materials are received less than 6 weeks out, booklet design will be outsourced.
- Final program deadline (6 weeks) – set date (no more changes to schedule, speaker order, titles, etc.) – to allow booklets, projections, and translations to finalize.

4-5 Weeks Before Event

- Continue entering program contents into online/digital program (English & Spanish)
- Confirm AV, translators, and photographers are locked in
- Department adds all speakers, guests, musicians, staff, etc. to Bizzabo for nametag and communications.
- Begin nametag design.
- Final reminder to directors: All assets due for inclusion in printed program and projections.
- Finalize program booklet and send to print

2-3 Weeks Before Event

- Finalize nametag design and print coordination
- Final upload projection assets to Planning Center
- Run Sheet Creation
- Run registration analysis and reports
- Schedule pre-event attendee emails (countdown, reminders, instructions)
- Ordering AV Equipment or items related
- Department creates event evaluation survey and submits to Communications Team

Event Week

- Send 3rd attendee emails with final instructions
- Directors final upload of projection assets to shared folder
- Communication upload final projection assets (presentations, songs, videos) in Planning Center
- Ensure all check-in lists, nametags, and materials are ready
- Onsite check-in coordination team trained
- Confirm photographers, translators, AV teams, and communications teams' roles
- On-site AV Setup (3-4 days before event)
- Pre-con meeting (3-4 days before event)
- Create survey and generate QR Code and slides, and upload to Shared Folder

During Event

- Onsite Check-In coordination
- Onsite photography
- Shared Folder and QR Code creation for attendee photo uploads
- Communication upload event photos to social media and Flickr
- Respond to attendee inquiries as needed
- Recap videos creation
- Distribute/project/send attendee survey.

Post Event (Within 1 Week)

- Send follow-up thank you emails with photo link + survey link and reports
- Upload additional photos to social media and Flickr
- Export and analyze registration/engagement reports
- Recap videos shared
- Post-con meeting for evaluation

The scheduled presented in this document is considered a **normal schedule** – registration goes live about **3-4 months before event**.

For an **earlier marketing schedule** – registration could go live **4-5 months before event**. In that case:

- Communication request form – 6-7 months before event
- Bios/photos/session descriptions – 5-6 months before event
- Flyers/videos/landing page – 5 months before event
- Registration goes live – 4-6 months before event

Conference Event Planning & Marketing Timeline

TASK	STANDARD TIMELINE	EARLIER MARKETING TIMELINE
Submit Communication Request Form (event theme, purpose, goals, descriptions, target audience, key info)	4-6 months out	6-7 months out
Submit Speakers/Presenters Info (bios, headshots, titles, session descriptions)	3-4 months out	5-6 months out
Printer Booklet Outline Creation	2-3 months out	
Submit Landing Page Content (schedule, housing, pricing, FAQs, contact info)	4-6 months out	5-6 months out
Create Shared Folder Link (directors upload bios, photos, PowerPoints, music videos, etc.)	4-6 months out	5-6 months out
Event Logo Design (English & Spanish)	4-6 months out	5-6 months out
Registration Launch on Bizzabo (English/Spanish)	3-4 months out	4-5 months out
Marketing Flyers/Graphics (English/Spanish)	Draft: 4 months out Final approval: 2.5 months out	Draft: 5 months out Final approval: 4.5 months out
Marketing Videos	Draft: 4 months out Final: 2.5 months out	Draft: 5 months out Final: 4.5 months out
Marketing Campaign Begins (Videos, Graphics, etc. via Mailerlite, YouTube, social media, websites, dept. mailing lists, etc.)	First push: with registration launch	First push: with registration launch
Reminder Campaigns	60 days, 30 days, 10 days before event	Same
Responding to Inquiries (Bizzabo, emails, social media)	Ongoing	Ongoing

Program Booklet Content Submission Deadline (all program details finalized)	6 weeks out	6 weeks out
Final Program Lock (no more changes)	4-6 weeks out (critical deadline)	Same (critical deadline)
All Names Finalized in Bizzabo (attendees, staff, guests, presenters, etc.)	4-5 weeks out	Same
Printing Coordination (booklets, handouts, menus, cards, bookmarks, nametags)	6-8 weeks out	Same
Program Assets for AV (video packs, slides, song lyrics, projections)	6-8 weeks out	Same
Securing Vendors (photographers, AV, translators, radios)	4-5 weeks out	Same
Upload Final Version to Planning Center	2-3 weeks out	Same
Attendee Countdown Emails (3 total: instructions, reminders, countdown)	3 weeks out, 1 week out, 2 days out	Same
On-site Execution (check-in, AV, social media coverage, photography)	Event days	Event days
Post-Event Follow-Up (photos to social, survey, thank-you emails, reports)	Within 1 week after event	Same