

# IRA Conference Playbook Planning Timeline

PHASE	DETAILS	Q3												Q4						
		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7		AUG	SEP	OCT	NOV	DEC						
		Day prior to event		Event Day		One week after		Two weeks after												
1	- Organizing Committee - Venue - Identify Date Range	Decide on members and have initial meetings																		
		Find best options		Lock in venue																
		Find best options		Lock in date																
2	- Agenda - Audience - Anchor Speakers (and other speakers) - Other Main Roles		Choose focus of the conference	Refine the agenda; no need to be perfect yet	Continue to work on agenda	Finalize the agenda structure, begin writing MC script	Finalize the agenda, designate videographer, find facilitators/notefakers (for breakout discussion sessions)													
			Decide on the target audience based on the agenda focus					Really push the outreach to the targeted attendees, call them by phone and show up to their meetings												
			Identify candidates	Contact best anchor candidates about availability on dates at locales and lock in	Contact additional speakers	Reminder: Do not charge speakers a fee for conference registration	Continue to fill minor speaking roles	Solidify final list of speakers	Ask for speaker slide decks and prep full deck	Finalize deck										
			List potential hosts, sponsors, partners																	
3	- Branding - Hosts - Sponsorship - Promotion with partners - Marketing material			Make a catchy conference name, short tagline and memorable logo																
				Solicit reputable hosts so the conference has more clout	Reminder: Do not charge host a fee for conference registration															
				Write and distribute the sponsoring letter to potential sponsors	Lock in sponsors and get checks (do not charge them for registration)															
				Solicit partners to help promote the conference	Offer discounts or waive fees for certain stakeholders	Ask partners to include conference blurb with the website link in newsletters														
				Begin production	Develop website	Update website w/speakers/sponsors/agenda	Finalize website													
4	- Online RSVP / Registration - Catering - Budget			Set up Eventbrite page, with ticket purchase price (\$35/ea)	Purchase an easy-to-remember domain and related to the Eventbrite page															
				Find best options (e.g., AM coffee/pastry, PM bag lunch/buffet, all day farm-to-table food)	Lock in catering		Send final headcount to caterer													
				Penet out a budget to make sure costs are covered																
5	- Campaign strategy				Begin email and phone outreach to cities	Contact local Congresspeople about attending or submitting videos														
6	- Printed Materials - Room Setup - Welcome & Follow-up						Develop printed materials	Send materials to printer	Print out nametags											
							Ensure no meeting venue conflicts/issues	Make table centerpieces	Prepare room layout, test the rooms & V; change the microphones, if battery-powered											
									Make signs with directions to venue and select volunteers to direct attendees to venue; prepare registration table with programs, map and name tags	Display signs and position volunteers	Survey attendees to get feedback	Galvanize a subcommittee organizing group to continue future engagements								

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