Event Preparation Timeline

When preparing to host an event, it is important that you properly plan in advance in order to execute a well attended, successful event. The sections below provide specific steps and timing to help you prepare for your event in advance, either with or without a save the date.

**With Save the Date**

Use the following steps to prepare for an event that includes a save the date. This method is usually necessary for a large invitee list of over 125 practices in order to gain the desired attendance.

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| **Amount of Time in Advance** | **Steps** |
| **10 weeks** | Finalize the list of invitees, including names, addresses, email addresses, and any important details to be aware of with individual practices (e.g., partners, specialists, relationship, etc.). |
| **9 weeks** | Finalize the promotional materials to be used, including pre-made emails, flyers, save-the-date cards, etc. |
| **8 weeks** | Send out the save-the-date cards. |
| **6 weeks** | Mail a cover letter from the practice/doctor and a promotional flyer regarding the event. |
| **6 weeks until 1 week** | During this time, the PR coordinator, a representative, or other team members can hand deliver event flyers to targeted practices. |
| **4 weeks** | Email an invitation to those who have not already RSVP’d. |
| **3 weeks** | Mail another flyer to those who have not RSVP’d. |
| **2 weeks** | The doctor calls VIP invitees and the staff calls all other offices to register doctors for the event. |
| **48 hours** | Confirm attendance with those who have registered. |

**Without Save the Date**

Use the following steps to prepare for an event that does **not** include a save the date.

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| **Amount of Time in Advance** | **Steps** |
| **10 weeks** | Finalize the list of invitees, including names, addresses, email addresses, and any important details to be aware of with individual practices (e.g., partners, specialists, relationship, etc.). |
| **9 weeks** | Finalize the promotional materials to be used, including pre-made emails, flyers, etc. |
| **8 weeks** | Mail a cover letter from the practice/doctor and a promotional flyer regarding the event. |
| **6 weeks** | Email an invitation to those who have not already RSVP’d. |
| **4 weeks** | Mail another flyer to those who have not RSVP’d. |
| **2 weeks** | The doctor calls VIP invitees and the staff calls all other offices to register doctors for the event. |
| **48 hours** | Confirm attendance with those who have registered. |