

## PROGRAM PREPARATION TIMELINE

TIME FRAME	TASKS TO UNDERTAKE
<b>12 weeks</b>	Program Conception: Task Force chooses theme for program
<b>11 weeks</b>	Task Force: <ul style="list-style-type: none"> <li>- Chooses program title</li> <li>- Defines focus for program content</li> <li>- Creates list of potential speakers and sponsors</li> <li>- Assigns speaker and sponsor asks – begin outreach to secure them</li> <li>- Create list of at least 4 program dates</li> </ul>
<b>8 weeks</b>	Task Force secures program speakers and sponsors Task Force creates program description
<b>7 weeks</b>	ULI Staff secures venue for program and negotiate catering contract ULI Staff create program marketing
<b>6 weeks</b>	ULI Staff sets up program in NetForum
<b>5 weeks</b>	Program is posted live on the website and registration is open ULI Staff begin marketing –which continues until the close of registration. For next 4 weeks: <ul style="list-style-type: none"> <li>- Online registration</li> <li>- ULI Staff field phone calls</li> <li>- Task Force invites key elected officials and other VIPs</li> <li>- Media outreach</li> </ul>
<b>3 weeks</b>	Task Force develops program structure and panel questions
<b>2 weeks</b>	Speaker prep call ULI Staff confirm venue/catering Follow up on Sponsor payments
<b>1 week</b>	ULI Staff prepare collateral to be distributed at program Registration comes to an end Badges, onsite forms, etc are prepared for event
<b>Program</b>	After program, thank yous go out