



Event Planning Timeline & Checklist

This timeline assumes a multi-month planning period to ensure a well-organized and impactful event. Feel free to adjust dates or details as needed.

April - Six Months Before

- ☐ **Form Planning Committee**
 - Recruit students, teachers, and any interested community members to assist with event planning
 - ☐ **Define Event Goals & Objectives**
 - Determine what the chapter hopes to achieve through the event (e.g., inspiring students to consider a career in teaching, creating partnerships with local colleges, etc.)
 - ☐ **Identify Potential Partners & Sponsors**
 - Reach out to local universities, teacher organizations, and businesses for possible collaborations or sponsorships
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May - Five Months Before

- ☐ **Select Date & Secure Venue**
 - Confirm that the third Thursday in October aligns with school calendars, or choose an alternative date if necessary
- ☐ **Develop Event Budget**
 - Outline all anticipated expenses, including venue, materials, speaker fees, and refreshments
- ☐ **Start Fundraising & Sponsorship Outreach**
 - Use the sample sponsorship letter template to contact potential donors and sponsors



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June - Four Months Before

- ☐ **Design Program and Agenda**
 - Decide on sessions, guest speakers, workshops, and interactive activities to include in the agenda
 - ☐ **Begin Promotion and Marketing**
 - Draft promotional materials, including flyers, posters, and social media posts, and contact the school newspaper or local media for coverage
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July - Three Months Before

- ☐ **Finalize Event Details**
 - Confirm all speakers, sessions, and activities, and create a final version of the agenda
 - ☐ **Prepare Marketing Campaign**
 - Schedule a social media plan with countdown posts and informative graphics, and finalize flyers and posters
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August - Two Months Before

- ☐ **Begin Outreach for Attendees**
 - Send out invitations to students, teachers, community members, and other stakeholders. Use the sample invitation letter template provided
- ☐ **Arrange Logistics for Speakers & Guests**
 - Confirm transportation, accommodations, and honoraria (if applicable) for guest speakers



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September - One Month Before

- ☐ **Confirm All Arrangements**
 - Double-check venue booking, catering, A/V needs, and any other logistics
 - ☐ **Order or Gather Event Materials**
 - Purchase or prepare items such as nametags, welcome packets, folders, and handouts for the event
 - ☐ **Finalize & Print Marketing Materials**
 - Print flyers, posters, and programs to distribute to students and display around the school
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Early October - Two Weeks Before

- ☐ **Launch Final Marketing Push**
 - Post daily updates and countdowns on social media; encourage students and teachers to share the event
 - ☐ **Confirm Attendee Numbers**
 - Collect RSVPs and confirm headcounts with caterers or sponsors, providing refreshments
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October - One Week Before

- ☐ **Review Event Agenda with Team**
 - Go over the finalized agenda with the planning team and assign roles for the day of the event
- ☐ **Conduct Final Walkthrough of Venue**
 - Confirm layout, test A/V equipment, and ensure that all logistics are ready for the event



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Day Before Event

- ☐ **Set up Venue**
 - Arrange seating, set up registration tables, and ensure materials are correctly placed
 - ☐ **Send Out Final Reminders**
 - Send reminder emails to attendees and a last-minute checklist to planning team members
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Day of the Event

- ☐ **Host Registration & Welcome**
 - Have a team ready to check in attendees and distribute any materials needed for the day
 - ☐ **Run Event According to Agenda**
 - Ensure each segment runs on time, assist speakers and facilitators, and keep attendees engaged
 - ☐ **Capture Photos & Videos**
 - Document the event for future marketing and to share
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After the Event

- ☐ **Send Thank You Letters**
 - Use the sample thank-you letter template to express gratitude to speakers, sponsors, and attendees
- ☐ **Collect & Review Feedback**
 - Distribute post-event surveys to attendees and review responses to assess event impact and gather ideas for improvement
- ☐ **Showcase Event Success**
 - Share photos, testimonials, and highlights on social media and submit your event's success story to ww.beateacherday.org for potential recognition