

Preliminary planning:			
Task	Assigned to	LeadTime	Deadline
Plan the event dates	Client with GGEM	36 - 18 months out	
Plan the event size	Client with GGEM	36 - 18 months out	
Research conflicting events and adapt your planned dates if appropriate	Client with GGEM	36 - 18 months out	
Discuss program structure and theme with key stakeholders	Client with GGEM	36 - 18 months out	
Research, select and book an appropriate venue*	GGEM	36 - 18 months out	
Appoint a professional conference organiser (PCO)*, if appropriate	Client with GGEM	36 - 18 months out	
Confirm organising committee members	Client with GGEM	36 - 18 months out	
Appoint any sub-committees	Client with GGEM	36 - 18 months out	
Confirm social events and venues	GGEM	36 - 18 months out	
Prepare an 'accompanying persons' (spousal) program	GGEM	36 - 18 months out	
Finance:			
Task	Assigned to		Deadline
Set up event bank accounts	Client with GGEM	36 - 18 months out	
Establish budget reporting methods	Client with GGEM	36 - 18 months out	
Prepare the event budget	Client with GGEM	36 - 18 months out	
Prepare a cash-flow chart	Client with GGEM	36 - 18 months out	
Review the budget	Client with GGEM	36 - 18 months out	
Set registration fees	Client with GGEM	36 - 18 months out	
Stage 2:			
<i>Sourcing sponsors, planning and booking accommodation</i>			
Sponsors/Partners: (Client has completed)			
Task	Assigned to		Deadline
Prepare a potential list of sponsors/partners	Client	36 - 18 months out	
Prepare a sponsor benefit package	GGEM with client	36 - 18 months out	
Prioritise sponsor invitations	Client with GGEM	36 - 18 months out	
Confirm sponsorships, get logos for signage	GGEM with client	36 - 2 months out	
Keep sponsors informed	GGEM with client	36 - 2 months out	

Prepare sponsors' sign board	GGEM	1 month out	
Meet with sponsors on-site	GGEM with client	week prior	
Accommodation:			
Task	Assigned to		Deadline
Select accommodation venues*	GGEM	36 - 18 months out	
Negotiate room rates	GGEM	36 - 18 months out	
Make block bookings	GGEM	36 - 18 months out	
Sign contracts	Client	36 - 18 months out	
Make catering arrangements	GGEM with client	36 - 18 months out	
Draft first list of delegates	Client	36 - 18 months out	
Pay first night's deposit	Client	36 - 18 months out	
Finalise list of delegates	Client with GGEM	week prior	
Registration:			
Task	Assigned to		Deadline
Select online or manual registration	Client	36 - 18 months out	
Set up registration site/forms	GGEM	36 - 18 months out	
Link to bank accounts/payment methods	GGEM	36 - 18 months out	
Create invoicing/delegate payment methods	GGEM	36 - 18 months out	
Manage online/manual registrations	GGEM	36 - 18 months out	
Update Client weekly	GGEM	ongoing	
Review all room reservations with venue	GGEM	week prior	
Print badges/registration lists	GGEM	week prior	
Marketing/Media			
Task	Assigned to		Deadline
Discuss use of website for conference	GGEM with client	36 - 18 months out	
Link website to registration	GGEM	36 - 18 months out	
Discuss use of social media - Facebook, LinkedIn, Twitter	Client with GGEM	36 - 18 months out	
Discuss content management	Client with GGEM	36 - 18 months out	
Manage social media	Client with GGEM	ongoing	

Media Releases	GGEM with client	ongoing	
Media Reception	GGEM with client	ongoing	
Catering for Media Reception	GGEM	week prior	
Stage 3: 36-6 months ahead			
<i>Inviting speakers, planning staging and entertainment, booking travel</i>			
Staging and production:			
Task	Assigned to		Deadline
Select audio-visual consultant*	GGEM with client	36 - 18 months out	
Negotiate and sign contract	GGEM with client	36 - 18 months out	
Select stage designer* and brief them	GGEM	36 - 18 months out	
Agree on themes	GGEM with client	36 - 18 months out	
Agree on stage set and production	GGEM with client	36 - 18 months out	
Select and book entertainers - if needed	GGEM with client	36 - 18 months out	
Ensure all contracts are in writing	GGEM with client	36 - 18 months out	
Invite keynote speakers	Client with GGEM	36 - 18 months out	
Invite other speakers	Client with GGEM	36 - 18 months out	
Confirm all speakers, obtain bios/photos	GGEM with client	12 - 6 months out	
Obtain all speakers materials and presentations	GGEM with client	8 - 4 weeks out	
conference needs - printing/food and beverage			
Task	Assigned to		Deadline
Determine if speaker gifts are needed/order	GGEM with client	12 - 6 months out	
Determine if any delegate gifts are needed	GGEM with client	12 - 6 months out	
Program Printing (content provided by Client)	GGEM	12 - 6 months out	
Backdrops/signage	GGEM with client	12 - 6 months out	
Agree on room set up for meetings	GGEM with client	12 - 6 months out	
Complete site plans with venue for meeting setup	GGEM with client	12 - 6 months out	
Finalize all meal plans and food and beverage requirements	GGEM with client	2 weeks out	
Guarantee final numbers with venue for all meals	GGEM with client	48 hours prior	
Guarantee final numbers with offsite events - all meals/tours/activities	GGEM with client	1 week prior	
Audio Visual test/conference rehearsal	GGEM with client	day prior	
Test all speaker materials, confirm all VIP needs	GGEM	ongoing	

Travel			
Task	Assigned to		Deadline
Select preferred airline* (if appropriate)	individuals	36 - 18 months out	
Negotiate special rates - airlines	GGEM	36 - 18 months out	
Confirm conditions - airlines	GGEM	36 - 18 months out	
Confirm bookings - airlines	GGEM	36 - 18 months out	
Select ground transport*	GGEM	36 - 18 months out	
Confirm all transfers	GGEM	2 weeks prior	
Provide schedule and numbers	GGEM	2 weeks prior	
Appoint bus captains or helpers	GGEM	2 weeks prior	
Arrange speaker travel	individuals/Client/GGEM	ongoing	
Arrange speaker accommodation	individuals/client/GGEM	ongoing	
Stage 5: 1 month after			
<i>Generating goodwill, finalising finances, evaluating feedback</i>			
Post-conference administration:			
Task	Assigned to		Deadline
Send out letters of thanks to speakers, sponsors, suppliers and venues	GGEM with client	1 day - 1 month after	
Send invoices for any outstanding accounts	GGEM with client	1 day - 1 month after	
Analyse evaluation forms	Client with GGEM	1 month after	
Prepare final financial report	GGEM with client	1 -2 months after	
Prepare final report for client	GGEM with client	1 -2 months after	
Conduct in-house event evaluation meeting	Client with GGEM	1 -2 months after	