

PROGRAM PREPARATION TIMELINE

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