

# Event Timelines

Tutorial **05** /24  
EVENT PLANNING SERIES

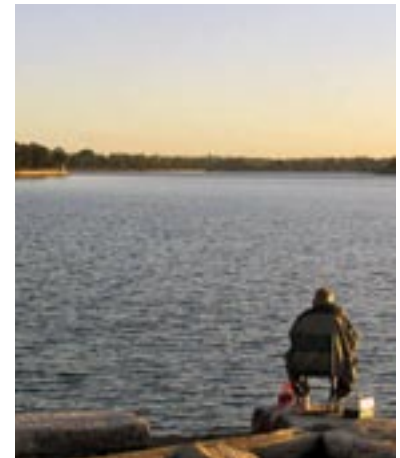
A good event doesn't just happen all by itself. Care and planning are needed to ensure that your event is fun, educational and safe for participants. To create a quality experience, you and an organizing committee need to consider a variety of possibilities and to think in advance and prepare in order to make the event run smoothly. Follow a planning timeline and make sure the event elements are coming together in a timely manner. Being organized and doing things well in advance make it easier to run the event and will be less stressful for the organizing committee. There is nothing worse than being unorganized and trying to do everything at the last minute.

## Before the Event

### 1 YEAR TO SIX MONTHS

- Choose an event coordinator
- Select an organizing committee
- Decide on type of event activity, size, location, permits and insurance
- Set the date and integrate with other concurrent events
- Visit location to ensure its suitability for your event
- Prepare sponsorship package
- Develop list of potential sponsors/partners; begin solicitation
- Identify possible volunteer sources, begin recruitment
- Identify possible backup plan in case of inclement weather
- Determine marketing program

Catch Fishing®



*To create a quality experience, you and an organizing committee need to consider a variety of possibilities and to think in advance and prepare in order to make the event run smoothly.*

## READ BEFORE THE EVENT

Canadian National Sportfishing Foundation  
2035 Fisher Drive Peterborough ON K9J 6X6  
Phone: 705-745-8433 Toll Free: 877-822-8881  
Fax: 705-742-4038 [www.catchfishing.com](http://www.catchfishing.com)

## Before the Event

### 6 TO 3 MONTHS

---

Organizing committee meets several times to check on progress  
Finalize specifics on location (secure permits, place deposits, etc)  
Re-confirm backup plan  
Confirm arrangements for equipment, food, prizes  
Arrange for scales for weighing fish  
Start to register and assign volunteers  
Follow up on sponsorship mailings, confirm sponsorships  
Contact [info@catchfishing.com](mailto:info@catchfishing.com) for promotional material for event  
Register your event at [www.catchfishing.com](http://www.catchfishing.com), events section

### 2 MONTHS

---

Print posters, flyers and other support materials for your event  
Create media list  
Send PSA letters to media outlets for potential placement  
Confirm, update sponsors  
Confirm site

### 1 MONTH

---

Distribute posters, flyers in visible locations  
Make follow-up calls re PSA placement  
Determine media spokesperson  
Confirm committee progress and volunteer commitment  
Confirm all previous arrangements

### 3 WEEKS

---

Prepare event signage  
Confirm arrangements for equipment  
Confirm parking arrangements  
Visit the site to make sure it is ready for the event e.g. portable restrooms or other facilities, tables and chairs, trash cans, etc.



## Before and After the Event

### 2 WEEKS

---

- Distribute media advisory
- Finalize first aid/safety plans
- Finalize volunteer schedule, including date and time for briefing

### 1 WEEK

---

- Finalize on-site registration materials
- Reconfirm food and beverage arrangements and volunteers
- Make media follow-up calls for event coverage and final publicity
- Finalize number of trash bins, bags and recycling bins at event site
- Verify back-up plan
- Brief volunteers on responsibilities

### 1 DAY

---

- Go over list of items you will be taking to the site and ensure you have everything
- Visit the site to make sure it is ready for the event

### NIGHT BEFORE

---

- Set up registration tables, P.A. system
- Place event signage, hang banners

### EVENT DAY

---

- Take photos
- Record attendance
- Record any problems that occur or changes to improve the event
- Thank all volunteers, partners and sponsors from the stage

### AFTER THE EVENT

---

- Acknowledge/thank volunteers, partners and sponsors
- Meet with partners and sponsors to see if their objectives were met and to solicit their support for next year
- Meet with organizing committee to evaluate event success
- Compile a record of media coverage that can be used for next year's event to solicit partners and sponsors