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BRIGHTSIDE LIVE

EVENT PREPARATION TIMELINE

EVENT PREPARATION TIMELINE

MILESTONE	TASKS & DELIVERABLES	TIMELINE
Project Kick-off	• Define objectives • Identify and engage key stakeholders. • Establish an initial budget and scope. • Create a high-level project timeline.	6-12 months before
Venue & Supplier Booking	• Research and secure venue options. • Book catering, entertainment, and décor suppliers. • Finalise contracts and deposit payments. • Conduct site visits for logistical planning.	6-10 months before
Sponsorship & Partnerships If required by BSL?	• Develop sponsorship packages. • Reach out to potential sponsors and partners. • Negotiate contracts and deliverables. • Confirm sponsorship agreements and branding requirements.	6-9 months before

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Marketing & Promotions If required by BSL?	• Develop a marketing strategy and content plan. • Design branding and promotional materials. • Create an event website or landing page. • Launch social media and email marketing campaigns. • Distribute press releases and engage media partners if applicable	5-8 months before
Ticketing & Registrations If required by BSL?	• Set up online registration and ticketing platforms. • Determine pricing structure and discount codes. • Establish a system for tracking attendee numbers. • Develop an automated confirmation and reminder system.	4-6 months before
Program & Logistics Planning	• Develop a detailed event schedule and agenda. • Coordinate speakers, presenters, and panelists. • Organise transportation, accommodation, and hospitality arrangements if applicable • Ensure accessibility considerations are met.	3-5 months before

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Show Content & Graphic Design	• Develop the overall show theming • Design and finalise event graphics, animations, and visuals • Ensure all branding elements are aligned with event objectives.	3-5 months before
Stage/Room Look & Feel	• Define stage design and overall room layout. • Coordinate with suppliers and venue staff for ambiance • Confirm lighting, seating arrangements, and special effects	3-5 months before
Risk & Compliance Checks	• Obtain necessary permits and licenses. • Ensure compliance with legal and safety regulations. • Develop a risk assessment and contingency plan. • Review insurance coverage for the event.	3-4 months before

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MILESTONE	TASKS & DELIVERABLES	TIMELINE
Audio Visual Requirements	• Define AV needs, including microphones, screens and sound systems. • Engage with AV specialists for technical setup.	2-4 months before
MC & Talent	• Secure event host/MC and confirm availability. • Engage guest speakers, performers, or special talent. • Provide briefing materials and scripting	2-4 months before
Final Event Coordination	• Confirm attendance of key guests and speakers. • Conduct final checks on all logistics and suppliers. • Send event reminders and final instructions to attendees. • Organise event briefing sessions for staff and volunteers.	1-2 months before

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MILESTONE	TASKS & DELIVERABLES	TIMELINE
Content Check	• Review and finalise event script, presentations, and graphics • Conduct a full technical rehearsal with AV, MC, and key stakeholders • Ensure all show elements are aligned with the event timeline.	10 days prior to event
Event Execution	• Oversee event setup and ensure seamless execution. • Manage on-site registration and guest assistance. • Monitor live event operations and troubleshoot any issues. • Ensure all stakeholders fulfill their roles and obligations.	Event Day (refer to event runsheet)
Post-Event If required by BSL?	• Collect attendee feedback through surveys. • Conduct financial reconciliation and review expenditures. • Develop a post-event report with key takeaways and metrics. • Send thank-you notes to sponsors, speakers, and attendees.	1-2 weeks after

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SUGGESTED PROJECT MANAGEMENT SOFTWARE & WORKFLOW STRATEGIES

To ensure smooth execution, we aim to use collaborative project management tools:

1. Software Recommendations:

- Asana / Monday.com / Trello –
  Task tracking, workflow automation.

- Google Workspace–
  Real-time document collaboration.

- Eventbrite / TryBooking –
  Ticketing & registration management.

- WhatsApp Groups –
  Quick team communication.

- Canva / Adobe Creative Suite –
  Branding & promotional design.

2. Workflow Strategies:

- Task Delegation & Accountability –
  Assign clear roles/responsibilities.

- Regular Checkpoints & Progress Reviews –
  Weekly/monthly milestone tracking.

- Risk Mitigation Plan –
  Contingency strategies for unexpected issues.

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