

Event Timeline

18 to 16 Months Out

Plan to confirm your in-person site selection and event dates early to get the most variety and options. Evaluate your event branding and form your advisory committee.



1 Year Out

Send your save the date! It's time to let attendees know about your event.



6 Months Out

Connect with an event technology partner that offers real-person support, along with an intuitive platform. [Here's our recommendation!](#)



4 Months Out

Book your speakers, create your marketing material and schedule emails and social media posts.



2 Months Out

Set an agenda and find your sponsors.



3 Months Out

Write your event press and spread the word!



1 Month Out

Check in with your technology partner to put the finishing touches on your hybrid event platform.



3 Weeks Out

Switch from early bird pricing to full price registration.



1 Week Out

Run "dress rehearsals" with speakers to test tech. Encourage attendees to upload their info to the hybrid event platform.



2 Weeks Out

Check in with your speakers and start communicating with event attendees who have registered.



The Day Of!

Take this time to monitor what's going on and observe both the in-person and virtual audiences.



After Your Event

Run a full evaluation of your hybrid event. Survey attendees and speakers, and refer back to your hybrid event platform to gather data for next year.

