



# Leadercast Event Suggested Timeline

## You've Decided to Partner with Leadercast, What's Next?

- By now you should have received the welcome email from your Client Success Manger providing you with link to the [Host Site Portal](#), any address forms you need to complete, and an invitation to schedule a call to walk through Host Site Portal and the live or rebroadcast process
- Decide rebroadcast date (if applicable)
- Determine budget
- Visit the [Host Site Portal](#) and bookmark for further use
- Build your team (ex: team leads for tech, marketing, sponsorship, volunteers, catering)
- Build a marketing plan (vision, goals, audience, timeline, resources, materials needed)
- Incorporate a calendar for suggested ways to promote including social media, emails, sponsored posts, TV, and radio
- Develop a sponsor acquisition plan
- Develop a ticket sales plan (choose platform, determine capacity, packages, etc.)

## 9 Months Before Event

- Book venue
- Begin marketing campaign – save the date, etc.
- Provide your venue location to Leadercast to publish in the public [Host Site Finder](#)
- Provide your shipping address to Leadercast (private sites)
- Create your website or Facebook page
- Build ticket pricing tier and timeline (price increases, group packages, etc.)

## 7 Months Before Event

- Meet with team leads
- Check emails from Leadercast for updates
- Once you determine your audience, figure out curriculum, sell to that target audience, plan your interactive for the day (what to offer outside of the simulcast)
- Script the day – create a tentative schedule
- Plan and order swag materials (what are you giving away/putting in attendee bags?)
- Review materials provided by Leadercast
- Find an emcee
- Reach out to local speakers that would fit the curriculum
- Make sure to visit the Webinar icon in the Host Site Portal and review host-assistance webinars to learn about how to host a successful event (content will vary)



# Leadercast Event Suggested Timeline

## 5 Months Before Event

- Meet with planning team
- Check emails from Leadercast for updates
- Meet with venue to determine your technology needs/test current technology
- Begin external marketing (postcard, flyers, posters)
  - Weekly emails to promote where you can insert your local information to promote for sponsorship, ticket sales, and/or leadership content
- Solicit sponsorships (if you have not already)
- Make reservations or transportation arrangements for speakers (if needed)
- Check ticketing process (ordering, redeeming, scanning, entrance)
- Create venue floor plan to include curriculum, sponsor booths, interactive sessions
- Pay remaining balance on invoice to Leadercast
- Shop caterer pricing (determine menu, e.g. breakfast, lunch, snacks, etc.)

## 3 Months Before Event

- Meet with planning team
- Check emails from Leadercast for updates
- Attend technology webinar
- Re-evaluate venue capacity and tickets purchased
- Book caterer
- Assemble volunteers

## 2 Months Before Event

- Meet with planning team
- Check emails from Leadercast for updates – including credentials for technology platform
- Order swag and gift bags for attendees
- Share speaker cards on social media
- Provide speaker book list and links

## 1 Month Before Event

- Meet with planning team
- Check emails from Leadercast for updates
- Participate in Technology Test(s)
- Final marketing push (postcard, flyers, emails, social media)
- Determine attendee volume to provide to caterer
- Program overview/run of show webinar (i.e. Leadercast activities during the event that Host Sites can participate: baseball throw)
- Run of show from Leadercast
- Send “Know Before You Go” or “Things to Remember” email to your attendees



# Leadercast Event Suggested Timeline

## 1 Week Before Event

- Meet with planning team
- Check emails from Leadercast for updates
- Check technology at venue to ensure it is set up
- Participate in Technology Test
- Send emails to ticket purchase list reminding them of the event
- Walk through venue floor plan and event logistics
- Confirm catering
- Confirm volunteers
- Compile swag bags
- Ensure journals have arrived at your place of business and is accurate in the number received

## Day of Event

- Meet with planning team
- Sign on early to make sure technology is working (speaker systems, streaming device, etc.)
- Check ticket scanning system
- Make sure to inform attendees of the CEU information as well as the passcode needed to obtain credits