

# Event Planner

## First Quarter

## Second Quarter

## Third Quarter

## Fourth Quarter

### Event 1

Stage	Task	Details	Due Date	Status
Setup	Event Name		23-Dec	Complete
	Date	21-Feb	23-Nov	Complete
	Presenter	Tommy	23-Dec	Complete
	Develop Content	Assigned to Tommy	23-Dec	Complete
	Identify Target List	CO, HI and TX customers	23-Nov	Complete
	Locate Venue	Web	23-Nov	Complete
Preparation	Develop Marketing Message		23-Dec	Complete
	Develop Telemarketing Message	N/A	23-Dec	Complete
	Landing Page Creation		7-Jan	Complete
	1st and 2nd Emails Creation		7-Jan	Complete
	Follow Up Email Creation		7-Jan	Complete
	Mailer Piece Creation	N/A	7-Jan	Complete
Phase 1	Mail Drop	N/A	22-Jan	Complete
	1st Email Drop		31-Jan	Complete
Phase 2	Telemarketing	N/A	27-Jan	Complete
	2nd Email Drop	N/A	14-Feb	Complete
Pre-Event	Venue Confirmation	N/A	14-Feb	Complete
	AV Equipment	N/A	18-Feb	Complete
	Attendee Confirmation	N/A	20-Feb	Complete
	Sign-In Sheet	N/A	20-Feb	Complete
	Name Tags	N/A	20-Feb	Complete
Post-Event	Follow Up Email Drop		22-Feb	Complete
	Assign Leads		22-Feb	Complete
	Event Recap Meeting		22-Feb	Complete

### Event 2

Stage	Task	Details	Due Date	Status
Setup	Event Name		11-Apr	Complete
	Date	10-Jun	12-Mar	Complete
	Presenter	Clark	11-Apr	Complete
	Develop Content	Assigned to Clark	11-Apr	
	Identify Target List	Hawaiian Suspects, Prospects and Customers	12-Mar	
	Locate Venue	Plaza Club	12-Mar	Complete
Preparation	Develop Marketing Message		11-Apr	
	Develop Telemarketing Message		11-Apr	
	Landing Page Creation		26-Apr	
	1st and 2nd Emails Creation		26-Apr	
	Follow Up Email Creation		26-Apr	
	Mailer Piece Creation		26-Apr	
Phase 1	Mail Drop		11-May	
	1st Email Drop		20-May	
Phase 2	Telemarketing		16-May	
	2nd Email Drop		3-Jun	
Pre-Event	Venue Confirmation	On my activity list	9-Jun	Complete
	AV Equipment	Assigned to Clark	10-Jun	Complete
	Attendee Confirmation	Assigned to Don - on my activity list	9-Jun	Complete
	Sign-In Sheet	Assigned to Clark - on my activity list	9-Jun	Complete
	Name Tags	Assigned to Clark - on my activity list	9-Jun	Complete
Post-Event	Follow Up Email Drop		11-Jun	
	Assign Leads		11-Jun	
	Event Recap Meeting		11-Jun	

### Event 3

Stage	Task	Details	Due Date	Status
Setup	Event Name		12-Jul	
	Date	10-Sep	12-Jun	
	Presenter		12-Jul	
	Develop Content		12-Jul	
	Identify Target List		12-Jun	
	Locate Venue		12-Jun	
Preparation	Develop Marketing Message		12-Jul	
	Develop Telemarketing Message		12-Jul	
	Landing Page Creation		27-Jul	
	1st and 2nd Emails Creation		27-Jul	
	Follow Up Email Creation		27-Jul	
	Mailer Piece Creation		27-Jul	
Phase 1	Mail Drop		11-Aug	
	1st Email Drop		20-Aug	
Phase 2	Telemarketing		16-Aug	
	2nd Email Drop		3-Sep	
Pre-Event	Venue Confirmation		3-Sep	
	AV Equipment		7-Sep	
	Attendee Confirmation		9-Sep	
	Sign-In Sheet		9-Sep	
	Name Tags		9-Sep	
Post-Event	Follow Up Email Drop		11-Sep	
	Assign Leads		11-Sep	
	Event Recap Meeting		11-Sep	

### Event 4

Stage	Task	Details	Due Date	Status
Setup	Event Name		11-Oct	
	Date	10-Dec	11-Sep	
	Presenter		11-Oct	
	Develop Content		11-Oct	
	Identify Target List		11-Sep	
	Locate Venue		11-Sep	
Preparation	Develop Marketing Message		11-Oct	
	Develop Telemarketing Message		11-Oct	
	Landing Page Creation		26-Oct	
	1st and 2nd Emails Creation		26-Oct	
	Follow Up Email Creation		26-Oct	
	Mailer Piece Creation		26-Oct	
Phase 1	Mail Drop		10-Nov	
	1st Email Drop		19-Nov	
Phase 2	Telemarketing		15-Nov	
	2nd Email Drop		3-Dec	
Pre-Event	Venue Confirmation		3-Dec	
	AV Equipment		7-Dec	
	Attendee Confirmation		9-Dec	
	Sign-In Sheet		9-Dec	
	Name Tags		9-Dec	
Post-Event	Follow Up Email Drop		11-Dec	
	Assign Leads		11-Dec	
	Event Recap Meeting		11-Dec	