



Pre-Event Planning Timeline



	DATE TASK COMPLETED
Ten to 12 weeks in advance	
Review information from prior year(s)	
Identify event planning team	
Finalize event booth size and position	
Finalize approved event activities and needs using event planning checklist; ensure booth and assets are in good condition	
Identify any print needs	
Order nutrition education materials and 'take-aways' if using a spin wheel	
Hold first triangle planning meeting with Event Team Leader	
Eight to ten weeks in advance	
Create schedule for event staff and confirm roles	
Use booth map to finalize position of activities	
Reach out to promoter to identify additional PR/marketing opportunities	
Hold weekly planning meetings to review needs and responsibilities	
File for food sampling permits as needed	
Six to eight weeks in advance	
Work with PR department to create press release about event; submit for approval	
If doing flavored water sampling, plan for transport and dispenser	
Ensure material orders are on schedule	
Hold weekly planning meetings to review needs and responsibilities	

Pre-Event Planning Timeline (cont.)

	DATE TASK COMPLETED
Four weeks in advance	
Confirm event schedule, tasks and break times (ensure there will always be enough people staffing the booth)	
Finalize event planning checklist	
Inventory pick list items and begin to assemble	
Hold weekly planning meetings to review needs and responsibilities	
Two weeks in advance	
Identify any purchase needs	
Clean assets; booth, banners, table covers, etc.	
Finalize pick list items	
Hold weekly planning meetings to review needs and responsibilities	
Send email to team to reconfirm schedule and responsibilities, and get them excited about event	
One to two weeks in advance	
Hold final planning meeting	
Use a checklist and group all event materials in one area for easy load in	
Coordinate any transportation needs for materials/staff to and from event	
One to two days before	
Purchase and prepare perishable items for flavored water demo	
Begin loading materials on site, if allowed	



This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from the U.S. Department of Agriculture's (USDA) Supplemental Nutrition Assistance Program-Education, known in California as CalFresh. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.