



SAMPLE EVENT TIMELINE

- Gather information - 60 days to 18 months before your event
- Prepare the information you will need to send to the event planner and/or venue for your event. Check out our downloadable Email Templates to see all the information that event planners like to have!
- Contact venues - 45 days to 18 months before your event
 - Depending on the complexity of the event you may need more or less time. Think of a complex event like a theatre production, you don't want to wait until the last minute to secure your venue
 - If you aren't familiar with the space, be sure to request a site visit or tour of the venue
- Contact vendors - 40 days to 6 months before your event
 - Reach out to caterers, rental companies and any other vendors whose services you are planning to engage for your event
 - Reach out to any artists and/or exhibitors who you would like to perform or offer their services at your event
- Pay your deposit - maximum 1 week after engaging a venue or service
 - Most venues require a deposit to hold the space for your event, and it's typically the same with vendors
 - This is not the same as a security deposit, which will typically be due closer to the event date if it is required
- Apply for AGLC licence - minimum 40 days (recommended) before your event
 - Don't panic if you've missed this deadline, certain licence types don't require as much time to process. If you want to be on the safe side though, try to always get your application in at least 40 days before the event
- Pay your final invoice - 7 days to 30 days before your event
 - This will depend on the venue and vendors but most providers will require final payment around 1 week prior to the event
 - If the venue requires a security deposit it will likely be charged at the same time as your final invoice



- Confirm the A/V requirements, day-of schedule, and show flow with venue and vendors - minimum 7 days before your event
 - Make sure the venue has a copy of all your agreed upon A/V requirements, a schedule for the day(s) including setup and teardown times, and a show flow schedule for the actual event
 - Check out our template for a basic show flow [HERE](#) [link]
- Secure a SOCAN/ENTANDEM licence - 14 days before your event
 - If you will be playing live or recorded music at your event, make sure you get a SOCAN licence through ENTANDEM - your venue may offer this service so make sure you ask!
- Fill out and send your insurance certificate to the venue - 7 days before your event
 - The venue may provide event insurance, or if you have your own business insurance you may be able to extend your coverage to include the venue for the date(s) and time(s) of your event
- Make sure you have read any orientation information from the venue - 7 days before your event
- Enjoy your event! - day of the event
- Provide feedback - maximum 1 week after your event
 - Many venues will provide you with a post-event survey. It's really helpful to do this while the event is fresh in your mind.
 - Be honest, this information can only help the venue to improve for next time!
- Pay any reconciliation invoices - maximum 1 week after your event
 - If there are any additional charges incurred during the event, for example a cleaning fee, an overtime fee, or a damage fee that exceeds the security deposit you will likely receive a final reconciliation invoice