

GRASSROOTS MARKETING TEXAS EVENT SERVICES

Corporate Event Timeline

3 - 6 months out

- Define event goals, budget, and audience
- Secure date and venue
- Confirm key vendors (AV, catering, rentals, entertainment)
- Establish event flow and branding direction

2 - 4 months out

- Finalize agenda, speakers, and run of show
- Confirm menu and bar selections
- Order custom signage, swag, and branded materials
- Begin detailed event timeline

1 month out

- Finalize floor plans and seating
- Confirm vendor logistics and load-in details
- Review AV needs, presentations, and rehearsals
- Share draft timeline with stakeholders

1 - 2 weeks out

- Confirm final guest count
- Distribute final timeline to vendors and internal teams
- Prepare onsite materials and credentials
- Confirm staffing and day-of responsibilities

Event Week

- Final vendor confirmations
- On-site walkthrough (if applicable)
- Prepare final payments and contingency plans

Day Of Event

- Vendor load-in and setup
- Speaker and AV checks
- Timeline execution and on-site management
- Trouble shoot
- Breakdown and load-out

Post Event

- Vendor wrap-up and returns
- Final invoicing
- Post-event review and feedback