Live Event Timeline

Andrew Edwin Jenkins | Copyright Amplify 2023

The following timeline is designed to work in tandem with the “Live Event Blueprint” training in Amplify Pro.

Instructions: Complete the following worksheet as a roadmap to plan your next event. This timeline works for an approximate 6-month runway. If you have more time available, add 3-4 weeks after -12 (i.e., run the “Super Early Bird”— regardless of what you call it— earlier) and add 3-4 weeks after -8 (i.e., run your “Early Bird” week earlier in the process).

Note: During the Super Early Bird week (-12), the Early Bird week (-8), and the Final Push week (-4), you should go live all week on social media, and email at last 3x.

Date	Weeks before event	Tasks for the week	Numeric goals, notes, etc.
	-24	Reserve your space and build your budget. Note, you need to review this budget each month, to monitor expenses and verify your income is on track.	
	-23	Identify the bumps, upsells, and other offers you’ll place at checkout for your tickets. For more on this, see #5 in the training.	

Date	Weeks before event	Tasks for the week	Numeric goals, notes, etc.
	-22	Verify your key team members, as well as the event timeline. Begin meeting with this team, who will help you "pull off" and promote the event, at least once a month. These can all be short meetings (15 minutes). Open a text thread or GroupMe for ongoing communication. Also, start talking to sponsors. Begin to draft the onboarding email sequences— as outlined in the training (i.e., decide what digital products you need to include, if any, as well as if you invite them to become affiliates and sell tickets, etc.)	
	-21	Begin looking at your curriculum— if you haven't already done so. Ideally you already had this in mind before even beginning this process. This will fall under "key #1 = educate" from the training. Go ahead and write a one page overview of what you will be teaching, etc., for your team as well as potential event sponsors. (Basically, you need the info here that will go on your sales page— so, you may find it helpful to watch the "What Needs to Be On Your Sales Page" training module in Amplify Pro.)	
	-20	Start talking about the event on Facebook, etc., and other forms of social media. At this point you are documenting the preparation and building an audience. Don't get give a date or location. This is still the "audience & authority" phase. Note: you will talk about this event at least twice a week… until you open the waitlist. You should also email your list once every two weeks about this event at this point…	
	-19	Solicit sponsors for the event (see "3. Affiliates, Allies, & Alumni" in the training.	
	-18	Solicit sponsors. By now, you should have nailed several down.	

Date	Weeks before event	Tasks for the week	Numeric goals, notes, etc.
	-17	Identify other affiliates, allies, and alumni. Build the waitlist webpage as well as 1-2 email onboarding sequence.	
	-16	Open the waitlist. Don't yet give a specific date. Tell them they will be "the first to know." Tip: do not offer a freebie on this page. You don't want to create a bias towards the freebie. You want people who are interested in the event. Upon opening the waitlist, begin talking more frequently about the event on your blog, podcast, social feeds, etc… Suggestion, have a specific goal of how many people you want to get on the waitlist. Ideally, shoot for 150% of how many seats you have.	
	-15	Email your list weekly at this point— "It's coming! Details to follow." Direct them to the waitlist.	
	-14	Build your sales page / landing page. Watch the training on "What Needs to Be On Your Sales Page" if you need guidance. Also, create the confirmation email sequence…	
	-13	Try to complete your sponsor list.	
	-12	Run "Super Early Bird" tickets… for one week. Tip: make them 40-50% off retail, with a goal of selling 1/2 of them by the end of the week. After this price increases up to what the "Early Bird" rate will be.	
	-11	Announce sponsors— with a goal of having 75% of them onboard by now. Even better… if they're all on.	
	-10	Finalize your curriculum. This should give you margin to move from the "1. Educate" focus so that now you can look at "2. Entertain" and "3. Experience."	

Date	Weeks before event	Tasks for the week	Numeric goals, notes, etc.
	-9	Confirm event schedule, as well as speakers. Note: this should include the “connection” elements we talk about in the training video— under “3. Experience.” Even though some things may shift a bit, determine now who is leading each of these elements and how.	
	-8	Run “Early Bird” tickets… for a week only. Entice the sales this week with bonuses (i.e., digital resources, available free through the end of the week only. Give these resources to everyone who has already purchased. Note: do not give them before now, as they are part of the enticement / sale during this week). Price now should be 25-40% off… Bonuses disappear at the end of this week.	
	-7	Order books, swag, etc… Note: it may take 2-3 weeks for t-shirts to arrive, if you’re ordering them… Some books may take that long as well.	
	-6	Reach out for volunteers to run your stations, as needed. The team you built back in the beginning should be part of this. Meet on Zoom this week. Then, at week “-4” shift to weekly Zooms. These meetings can be 15 minutes short each time.	
	-5	Pre-launch content goes live on your blog, podcast, or other platforms. Note: use this time to pre-launch whatever you will be selling from the stage at the event, as it will be available to both attenders and non-attenders.	

Date	Weeks before event	Tasks for the week	Numeric goals, notes, etc.
	-4	Push the event for one week again, just as you did during the “Super Early Bird” and “Early Bird” phases. Offer the bonuses again— with a 10% off ticket. Be sure to gift everyone how has already registered since the bonuses disappeared these bonuses, since you’re now giving them to later purchasers. Bonuses disappear after this week, and price goes to 100%, walk up price.	
	-3	Create your post-event email sequence (watch the training for details).	
	-2	Verify and finalize your schedule for the entire event—everything from arrival, to check-in, to stage time, to free time, to leaving…	
	-1	“Launch” the week leading up to the event, just like you would it you were doing a book release. Remember, even though most of your tickets should already be sold (hopefully, you’ve sold out) you will continue documenting the event and “sale from the stage” at the event.	
	0	Event	
	1	Run the follow-up sequences as outlined in the training. Run launch sequences for whatever you sold from the stage… to your list… (Remember, you ran a pre-launch phase of content leading up to the event, so they should be segmented. See the launch training for more on this concept.)	
	2	Zoom with the team (or meet in person if possible) to debrief the event. This should be a 45-60 minute meeting.	
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Other notes

Remember to take people out of those sale sequences as they purchase.

It's vital to "go hot" the week of the event. Remember, you are also "selling" whatever you release at the stage to people who are not attending as well as people who are.

Options for sponsors

- Stage (interview them, about 10 minutes, when it fits into the structure of the event)
- Podcast, add a commercial about them in a few episodes (this can run before and after the event)
- Workbook ad
- Landing page ad
- Signage at event
- Tickets (i.e., 5, to bring staff / team members)
- Site visit— you go see them post-event, at least once… to take swag as a "thank you."
- Table in vendor hall

Set levels and goals for sponsorship, depending on the size of your event

Example: 3 at $2,500 with certain benefits, 1 at $5,000 with more benefits