

Developing and Adhering to an Effective Time Schedule (Cont.)**Weeks 12 and 11**

- ☑ Publish and distribute the task and responsibility list with schedule.
- ☑ Make preliminary travel and hotel plans.
- ☑ Monitor pre-show promotional advertising program.
- ☑ Check deadlines for submitting copy for, purchasing space in, and generally taking advantage of show-sponsored advance publicity marketing tools.

Weeks 10 to 6

- ☑ Check progress and finalize staff recruiting.
- ☑ Compile information and begin drafting the show plan and information package which will be given to the corporate show entourage before the event.
- ☑ Check progress of booth building/modification/refurbish, graphics and printed materials.
- ☑ Review the budget. On target?

Weeks 5 and 4

- ☑ Confirm availability of product samples and sales literature.
- ☑ Orchestrate timely mailings and monitor other ongoing marketing campaigns.
- ☑ Make sure that pre-event advertising and promotion programs are on track.
- ☑ Coordinate production of press releases for advance editorial and for use in show press kits.
- ☑ Finalize VIP guest programs.
- ☑ Finalize pre-event information package for staff members.

Weeks 3 to 1

- ☑ Monitor production status of exhibit and reconfirm shipping arrangements.
- ☑ Prepare training materials for booth staff and distribute at meeting.