



Make Hay In Des Moines

**AFP Conference May 5-7, 2008  
Planning Calendar**

One Year Out – May 2007

- Finalize conference format
- Complete final budget
- Begin to recruit major sponsors
- Create promotion for the Fargo Conference
- Create conference web site

Nine Months Out – August 2007

- Collect all necessary mailing and email lists
- Recruit key note speakers
- Begin recruiting session speakers
- Send out early notice postcards & emails
- Begin recruiting exhibitors

Six Months Out – November 2007

- All session and key note speakers committed
- Begin working on conference program binder design
- Begin design work on registration material
- Finalize web site content
- Review hotel space requirements
- Order speaker and sponsor recognition gifts
- Deadline for logos for sponsors and exhibitors

Four Months Out – January 2008

- Print registration brochure

Three Months Out – February 2008

- Mail registration brochure
- Upload registration material to the web site
- Begin local (DSM) promotion

### One Month Out – April 2008

- Early bird registration deadline
- Deadline for speakers outlines for inclusion in the conference brochure
- Deadline for sponsor/vendor ads for conference brochure
- Finalize any AV needs
- Deadline for sponsor logos for signage
- Deadline for any exhibitors
- Finalize off site social arrangements

### Two Weeks Out – May 21

- Print and assemble conference binders
- Final run through with hotel staff including food guarantees
- Finalize any speaker/sponsor/vendor transportation needs
- Final local PR ads

### One Week Out – Week of April 28

- Final Planning Committee meeting
- Deliver all materials/signage to Marriott