This template, brought to you by MobileUp, a leading provider of mobile apps for events and year- round member engagement, provides a comprehensive structure that covers pre-event preparation, detailed scheduling, and post-event tasks. It's designed to be easily customized to various event types and sizes.

If you don't yet have a mobile app for your event, visit MobileUp.io and click "Learn More" in the top right hand corner to get more info or Request a (free) Demo.

**Instructions:**

1. Review all 3 sheets included here (Summary, Daily Schedules and Mobile App)
2. Adjust column widths as needed.
3. Fill in the details for your specific event.
4. Add or remove rows/columns in each section as necessary.
5. Use the "Notes" section for any additional important information.
6. Add new sheets and move content around as needed for your event.

## Event Details & Summary

| | |
|---|---|
| Event Name: | [Insert] |
| Dates: | [Start Date] - [End Date] |
| Time: | [Start Time] - [End Time] |
| Time Zone: | |
| Venue(s) | [Insert Venue Name(s) and location] |
| Event Type: | [In-person/Virtual/Hybrid] |
| Expected Attendees: | [Insert] |
| | |

### Important Links To Share

| | |
|---|---|
| Event Website Page | [URL] |
| Event Registration Page: | [URL] |
| Download Mobile App: | |
| - Apple | [URL] |
| - Google | [URL] |

### Misc. Venue Information

| | Notes |
|---|---|
| A/V Contact: | [Insert Name] |
| Phone: | |
| Email: | |
| A/V Needs: | |
| - Projectors | |
| - Mics | |
| - Electrical | |
| - Lighting | |
| Registration Table Details: | |
| Staff Communication During Show: | Mobile App Messaging - set up group ahead of time |
| WiFi Connections: | Make visible during show and include in the App Resources for easy access |
| Exhibitor Times: | Load this data into App Content with Exhibitor 'role' |
| - Set Up Days/Times | |
| - Tear Down Days/Times | |
| Catering and F&B details: | |
| Main Contact: | [Insert Name] |
| Phone: | |
| Email: | |
| Parking and Transportation: | List these in the App Resources section as well |
| - Loading Dock Access | |
| - Parking areas for staff/vendors | |
| - Attendee parking options | |
| Sponsorship Opportunities: | Secure these and produce materials and/or put into the Event App |
| - App sponsorship | |
| - Notifications/Feed Sponsorship | |
| - Keynote Sponsorship | |
| - Meal Sponsorships | |
| - Networking Sponsorship | |
| Local Dining Options: | List these in the App Resources area with links and any other details |
| Sponsorship Opportunities: | Secure these and produce materials and/or put into the Event App |
| - App sponsorship | |
| - Notifications/Feed Sponsorship | |
| - Keynote Sponsorship | |
| - Meal Sponsorships | |
| - Networking Sponsorship | |
| Registration Table Details: | |
| Staff Communication During Show: | Mobile App Messaging - set up group ahead of time |
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| Exhibitor Times: | Load this data into App Content with Exhibitor 'role' |
| - Set Up Days/Times | |
| - Tear Down Days/Times | |
| Catering and F&B details: | |
| Main Contact: | [Insert Name] |
| Phone: | |
| Email: | |
| Parking and Transportation: | List these in the App Resources section as well |
| - Loading Dock Access | |

## Pre-Event Checklist

| | |
|---|---|
| AV equipment tested | ☐ |
| Speakers briefed | ☐ |
| Rehearsals completed | ☐ |
| Distribute session 'Check-In' codes to Exhibitors | ☐ |
| Emergency protocols reviewed | ☐ |
| Staff and Attendee Communication channels reviewed & tested | ☐ |
| Reminder notifications to attendees scheduled in event app | ☐ |
| Registration Desk (Materials and Check In) | ☐ |
| Exhbitors briefed | ☐ |

### Key Contacts

| | |
|---|---|
| **Event Manager** | [Insert Name] |
| Phone | |
| Email | |
| **Technical Support** | [Insert Name] |
| Phone | |
| Email | |
| **Venue Contacts** | [Insert Name] |
| Phone | |
| Email | |
| **Security Lead** | [Insert Name] |
| Phone | |
| Email | |
| **A/V Contact & Technical Support** | [Insert Name] |
| Phone | |
| Email | |
| **Mobile App Manager & Support** | |
| Staff Member | [Insert Name] |
| Phone: | |
| Email: | |
| **MobileApp Provider** | [Insert Name] |
| Vendor Contact Name: | [Insert Name] |
| Phone: | |
| Email: | |
| **Registration Manager** | [Insert Name] |
| Phone | |
| Email | |
| **Exhibitor Manager** | [Insert Name] |
| Phone | |
| Email | |
| **Hotel Contact** | [Insert Name] |
| Phone | |
| Email | |

## Pre-Show Notes

## Post-Event Checklist

| | |
|---|---|
| Send out post-event survey in event app | ☐ |
| Debrief with team | ☐ |
| Follow-up with Speakers & Exhibitors | ☐ |
| Review and present event surveys to staff | ☐ |
| Process post-event content (recordings, photos) | ☐ |
| Review any logistics issues/problems | ☐ |
| | ☐ |

## Post-Show Notes

| | |
|---|---|
| - Parking areas for staff/vendors | |
| - Attendee parking options | |
| **Sponsorship Opportunities:** | Secure these and produce materials and/or put into the Event App |
| - App sponsorship | |
| - Notifications/Feed Sponsorship | |
| - Keynote Sponsorship | |
| - Meal Sponsorships | |
| - Networking Sponsorship | |
| **Local Dining Options:** | List these in the App Resources area with links and any other details |
| **Sponsorship Opportunities:** | Secure these and produce materials and/or put into the Event App |
| - App sponsorship | |
| - Notifications/Feed Sponsorship | |
| - Keynote Sponsorship | |
| - Meal Sponsorships | |
| - Networking Sponsorship | |

# Daily Schedule Planning

| Make Copy of this for each Day | Start Time | End Time | Duration | Session/Activity Name | Session Track | Session Description | Activity # | Venue | Room | Responsible Party | Continuing Education Credits/Check-In | Post Session Survey | Speaker(s) | Sponsors | Transition Notes | Audiovisual Needs | Technical Requirements | Content/Notes | Attendee Communication | Emergency Procedures | Security Protocols | Contingency Plan | Misc. | Status |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 8:00 | 17:00 | All Day | Registration Desk Opens | | | | Reception Area Outside of Main Hall | | Registration Team | | | | | | | Check-in tablets | Ensure all equipment is functioning | Schedule reminder notification | | | | | Planning |
| | 8:00 | 10:00 | 120 min | Exhibitor Hall Set Up | | | | Main Hall | | Exhibitor Coordinator | | | | | | | | | | | | | | In Progress |
| | 9:00 | 9:15 | 15 min | Welcome | | | | Ballroom | | CEO | | | Jessica Johnson | Alpha Supply Company | | Wireless mic, Teleprompter | | Slides pre-loaded | | | | Printed copy of speech available | | Stuck |
| | 9:15 | 10:15 | 60 min | Keynote Speaker | | | | Ballroom | | | | Planned | Dr. Jane Smith | Alpha Supply Company | | Presentation clicker, Water | | Speech on teleprompter | | | | Backup speaker on call | | Ready |
| | 10:15 | 10:30 | 15 min | Coffee Break | | | | Ballroom Reception | | Catering Team | | | | | | | | | | | | | | Planning |
| | 10:30 | 12:00 | 90 min | Exhibit Hall Open | | | | Main Hall | | Exhibitor Coordinator | | | | | | | | | | | | | | In Progress |
| | 10:30 | 11:30 | 60 min | Session Name | | | | Various Rooms | 100 | Session Leads | | Planned | | | | | | | | | | | | Stuck |
| | | | | Session Name | | | | Various Rooms | 200 | Session Leads | Planned | Planned | | | | Polling software | | Poll questions loaded | | | | | | Stuck |
| | | | | Session Name | | | | Various Rooms | 300 | Session Leads | Planned | Planned | | | | | | | | | | | | Stuck |
| | | | | Session Name | | | | Various Rooms | 400 | Session Leads | | Planned | | | | | | | | | | | | Stuck |
| | 11:30 | 13:00 | 90 min | Lunch | | | | Dining Area | | | | | | | | | Menu with dietary options | | Scheduled Lunch Reminder Notification | | | Extra meals prepared | | Ready |
| | 13:00 | 17:00 | 240 min | Exhibit Hall Open | | | | Main Hall | | | | | | | | | | | | | | | | |
| | 13:00 | 14:00 | 60 min | Session Name | | | | Various Rooms | | Session Leads | | Planned | | | | Full A/V setup | | | | | | Flexible room assignments | | Planning |
| | | | 60 min | Session Name | | | | Various Rooms | | Session Leads | | Planned | | | | Full A/V setup | | | | | | | | |
| | | | 60 min | Session Name | | | | Various Rooms | | Session Leads | Planned | Planned | | | | Full A/V setup | | | | | | | | |
| | | | 60 min | Session Name | | | | Various Rooms | | Session Leads | | Planned | | | | Full A/V setup | | | | | | | | |
| | 14:00 | 15:00 | 60 min | Session Name | | | | Various Rooms | | Session Leads | | | | | | Full A/V setup | | | | | | Backup activities planned | | In Progress |
| | | | 60 min | Session Name | | | | Various Rooms | | Session Leads | | Planned | | | | Full A/V setup | | | | | | | | |
| | | | 60 min | Session Name | | | | Various Rooms | | Session Leads | | Planned | | | | Full A/V setup | | | | | | | | |
| | | | 60 min | Session Name | | | | Various Rooms | | Session Leads | | Planned | | | | Full A/V setup | | | | | | | | |
| | 15:00 | 15:15 | 15 min | Break | | | | | | | | | | | | | | | | | | | | Stuck |
| | 15:15 | 16:15 | 60 min | Session Name | | | | Various Rooms | | Session Leads | Completed | Planned | | | | Full AV setup | | | | | | Paper surveys as backup | | Ready |
| | | | 60 min | Session Name | | | | Various Rooms | | Session Leads | | Planned | | | | Full AV setup | | | | | | Paper surveys as backup | | |
| | | | 60 min | Session Name | | | | Various Rooms | | Session Leads | | Planned | | | | Full AV setup | | | | | | Paper surveys as backup | | |
| | | | 60 min | Session Name | | | | Various Rooms | | Session Leads | | Planned | | | | Full AV setup | | | | | | Paper surveys as backup | | |
| | 16:15 | 17:30 | 75 min | Networking | | | | Ballroom Reception Area | | All Staff | | | | Killen & Anderson | | Background music | Cocktail Tables and low tables with chairs | Schedule notification reminder about dinner | | | | | Tabletop Sponsor Logos | Planning |
| | 18:00 | 20:30 | 150 min | Dinner/Reception | | | | Ballroom | | All Staff | | | Jessica Johnson | Simpson Consulting Services | | Full AV setup | | Menu with dietary options | | | | | Tabletop Sponsor Logos & Sponsor Logo on big screen | In Progress |
| | 20:30 | | | | | | | | | | | | | | | | | | Schedule thank you notification and reminder on completing session... | | | | | |

## Mobile App Planning

| | | | |
|---|---|---|---|
| Mobile App Provider | MobileUp | | |
| Onboarding/Training. etc. with Vendor | In Progress | | |
| App Name in Stores | [Enter your app name that is in the stores] | [Apple QR Code Link] | [Google QR Code Link] |
| App Type | Custom Branded | [If Container App, Enter Access Code] | |
| - Apple Developer Account Up to Date | Complete | | |
| - Apple Latest Terms & Conditions Accepted | Planned | | |
| - Google Developer Account Up to Date | Planned | | |
| - Google Latest Terms & Conditions | Planned | | |
| Registration Integration | EdgeReg | | |
| Date to Turn On Event in App | 11/24/2024 | | |

## App Content

| | Responsible Party | Status | |
|---|---|---|---|
| General Event Information | | Complete | |
| Home Page Content Loaded & Roles Assigned | | Planned | |
| - Unique Content for Speakers & Exhibitors | | Planned | |
| Home Page Icons/Images | | In Progress | |
| Scheduled Notifications | | Planned | |
| Sessions Loaded | | Planned | |
| Speakers Loaded | | Complete | |
| Speaker Materials Loaded | | In Progress | |
| Exhibitors Loaded | | Complete | |
| - Exhibitor Contacts | | In Progress | |
| Sponsors Loaded | | Planned | |
| - Sponsor App Recognition (carousel, notifications, etc.) | | Planned | |
| - Sponsor Contacts | | In Progress | |
| Registrants Loaded | | Complete | |
| Resources Content | | Planned | |
| Survey's Created | | Planned | |
| Check In's Created for Session and/or Activities | | Planned | |

| Misc Noteworthy Dates, etc. | | | |
|---|---|---|---|
| | Target Date | Status | Responsibility |
| Venue selected and confirmed | 10/12/2024 | Planned | Jim Johnson |
| Sponsorship programs defined and targeted | 11/25/2024 | Planned | Susan WIley |
| Registration 'Open Date' and levels defined and scheduled to 'Go Live' | 11/26/2024 | Planned | |
| Speaker selection completed by | 11/27/2024 | Planned | |
| Submission for session topics completed by | 11/28/2024 | Planned | |
| Session room assignments completed by | 11/29/2024 | Planned | |
| Have all promotional emails for event/registration scheduled by | 11/30/2024 | Planned | |
| Printer for any printted materials selected by | 11/25/2024 | Planned | |
| Mobile App provider selected by | 11/26/2024 | Planned | |
| A/V vendor and contract completed by | 11/27/2024 | Planned | |
| Exhibitor outreach begins | 11/28/2024 | Planned | |