

NO STRESS ZONE ENTERTAINMENT

CORPORATE EVENT OPERATOR RESOURCE

PROCESS TOOL

90 Day Booking Timeline Workbook

Week by week from discovery to show day

PAGES

16

COMPLETE IN

45 MIN TO SET UP

nostresszoneent.com

Built by DJ Reese | Corporate Event Operator

How to Use

This workbook walks you from the 90 day mark to show day. Each week has specific milestones. Fill in dates. Check off items. Miss milestones and show day execution suffers.

Print this and post it in your event workspace. Every stakeholder should know what phase you are in and what is coming.

WEEK 12 (90 days out): Discovery

START DATE

OWNER

Action Items

- ☐ Send RFP to shortlist
- ☐ Set 5 business day response window
- ☐ Receive proposals
- ☐ Schedule discovery calls
- ☐ Ask the seven RFP questions
- ☐ Score responses using vendor scorecard

WEEK 11: Vendor Selection

START DATE

OWNER

Action Items

- ☐ Internal stakeholder debrief
- ☐ Confirm budget alignment
- ☐ Select winning operator
- ☐ Notify losing vendors
- ☐ Document decision reasoning

WEEK 10: Contract

START DATE

OWNER

Action Items

- ☐ Send contract for legal review
- ☐ Confirm insurance requirements
- ☐ Review rehearsal window commitments
- ☐ Redline any missing clauses
- ☐ Sign contract
- ☐ Send deposit

WEEK 9: Venue Coordination

START DATE

OWNER

Action Items

- ☐ Coordinate venue walk between all parties
- ☐ Confirm walk date at least 2 weeks before load in
- ☐ Send program outline to operator
- ☐ Confirm audience type and cultural DNA

WEEK 8: Run of Show Draft

START DATE

OWNER

Action Items

- ☐ Receive first draft scored run of show
- ☐ Review music selection direction
- ☐ Flag any compliance concerns
- ☐ Share draft with emcee for input

WEEK 7: Compliance and Approvals

START DATE

OWNER

Action Items

- ☐ Submit music selection to legal or compliance if regulated
- ☐ Get pre approvals in writing
- ☐ Adjust selection based on feedback
- ☐ Document compliance review completion

WEEK 6: Venue Walk

START DATE

OWNER

Action Items

- ☐ Operator walks venue
- ☐ Venue walk report produced
- ☐ Report reviewed with event lead
- ☐ Any gaps identified addressed
- ☐ Load in logistics confirmed

WEEK 5: Rehearsal Confirmed

START DATE

OWNER

Action Items

- ☐ Rehearsal window locked with all parties
- ☐ Rehearsal schedule sent
- ☐ Rehearsal space booked if needed
- ☐ Emcee schedule confirmed for rehearsal

WEEK 4: Run of Show Locked

START DATE

OWNER

Action Items

- ☐ Final review of scored run of show
- ☐ Emcee coordination sheet finalized
- ☐ Music selection locked
- ☐ Any last changes flagged and reviewed

WEEK 3: Insurance Reverification

START DATE

OWNER

Action Items

- ☐ Confirm certificate still active
- ☐ Additional insured verified
- ☐ Certificate active through event date
- ☐ Filed with legal team

WEEK 2: Load In Coordination

START DATE

OWNER

Action Items

- ☐ Load in window confirmed with venue
- ☐ Freight elevator booked
- ☐ Union labor scheduled
- ☐ Backup power confirmed
- ☐ Vendor pre show meeting scheduled

WEEK 1: Rehearsal

START DATE

OWNER

Action Items

- ☐ Full rehearsal 48 to 72 hours pre doors
- ☐ Transitions locked
- ☐ Mic checks run
- ☐ Emcee coordination tested
- ☐ Any last changes documented
- ☐ Contingency plans confirmed

SHOW DAY

START DATE

OWNER

Action Items

- ☐ Load in per timeline
- ☐ Sound check completed
- ☐ Final walk through
- ☐ Vendor coordination meeting
- ☐ Doors open
- ☐ Program executes per run of show
- ☐ Load out per timeline

POST SHOW WEEK

START DATE

OWNER

Action Items

- ☐ Debrief scheduled within 5 business days
- ☐ Attendee sat data collected
- ☐ Sponsor feedback gathered
- ☐ Debrief document produced
- ☐ Filed with next year planning archive

Master Milestones Snapshot

MILESTONE	TARGET DATE	ACTUAL DATE	STATUS
RFP sent			
Vendor selected			
Contract signed			
Deposit paid			
Venue walk complete			
Run of show locked			
Insurance reverified			
Rehearsal complete			
Event executed			
Debrief filed			

Book your next event on this timeline. Visit nostresszoneent.com to schedule a discovery call with DJ Reese.