BWRDD CROESO CYMRU
WALES TOURIST BOARD

WTB Festival and Events Timeline Chart

Timeline

1. Timescale
1.1 Idea/concept
1.2 Committee formation
1.3 Produce planning schedule
1.4 Research, check and set date
1.5 Open bank account
1.6 Firm up concept/ theme
1.7 Find venue location
1.8 Establish funds
1.9 Establish permissions needed
1.10 Check legal obligations
1.11 Organising team
1.12 Liaise attractions/ other events

2. Identification/investigation
2.1 Establish who does what
2.2 Get date into events lists
2.3 Start permissions process
2.4 Draft budget
2.5 Insurance
2.6 Develop marketing plan
2.7 Start booking - artists/ concessionaires
2.8 Sponsorship
2.9 Develop PR/Media plan
2.10 Website

3. Management plan
3.1 Chase permissions
3.2 Apply for funding
3.3 Apply for signage
3.4 Finalise budget
3.5 Finalise marketing/PR plans
3.6 Finalise sponsor funding information
3.7 Develop operational plan

4. Event contingency plan
4.1 Risk assessment
4.2 Health/safety and security
4.3 Transport control
4.4 Emergency plan
4.5 Emergency services

5. Line up
5.1 Confirmation of bookings
5.2 Marketing and full PR
5.3 Weather

6. Implementing event - operational plan
6.1 Venue
6.2 Services and facilities
6.3 Entertainment/media
6.4 Staff and training
6.5 Dealing with visitors
6.6 Catering and merchandising
6.7 Administration
6.8 Contingencies

7. National culture
7.1 - 7.6 Case studies
7.7 - 7.9 Regional contact lists

8. Evaluation
8.1 Finalise accounts
8.2 Set date for next event
8.3 Feedback to sponsors/funders
8.4 Final PR
8.5 Staff debrief/thank-you

Months/Weeks 1-2	3-5	6-7	8-11	12	Post Event