DARE

FREE TOOL · AGENCE DARE-DARE

Event Countdown Planner: D-90 to D+7

A 38-step timeline, from D-90 to D+7, in five phases: frame, build, refine, lock, close. For each step: when, what, who. Free, as a PDF.

An event is planned backwards: start from the day itself and work back. This table, which suits a company party as well as a launch, lists the steps in order. Replace D with your event date and tick as you go.

For an event abroad, start earlier, from D-120 to D-180: venues, travel and permits take longer.

D-90 to D-60: frame it

When	Task	Who	Done?
D-90	Write the goal, the message and the audience of the event	Organiser, decision-maker	[ ]
D-90	Set the date, a fallback date and the target guest numbers	Organiser, decision-maker	[ ]
D-85	Approve the budget envelope and how it is split across items	Decision-maker, finance	[ ]
D-80	Define the event's through-line: one idea, from announcement to the day after	Organiser, agency	[ ]
D-75	Visit the shortlisted venues and ask for their safety files	Organiser, agency	[ ]
D-70	Choose and book the venue (option, then written confirmation)	Decision-maker	[ ]
D-65	Request quotes: catering, technical, sound and lighting, entertainment	Organiser, agency	[ ]
D-60	Hold the dates with key suppliers	Organiser	[ ]

D-60 to D-30: build it

When	Task	Who	Done?
D-60	Announce the date to guests (save the date)	Communications	[ ]
D-55	Confirm suppliers and sign the quotes	Decision-maker	[ ]
D-50	Write the running order: welcome, highlights, speeches, close	Organiser, agency	[ ]
D-50	File permit requests: town hall, road use, music, security if needed	Organiser, venue	[ ]
D-45	Commission the materials: signage, invitation, booklet, décor	Communications, suppliers	[ ]
D-45	Check the event insurance and the suppliers' insurance	Finance, organiser	[ ]
D-40	Send the full invitation and open registration	Communications	[ ]
D-40	Collect dietary needs, allergies and access needs at registration	Organiser	[ ]
D-35	Choose the menu and the alcohol-free menu with the caterer	Organiser, caterer	[ ]

When	Task	Who	Done?
D-30	Have all copy and visuals approved by the decision-maker	Decision-maker	[ ]

D-30 to D-7: refine it

When	Task	Who	Done?
D-28	Send materials to production (printing, fabrication)	Suppliers	[ ]
D-25	First check on registrations, chase non-responders	Organiser	[ ]
D-21	Approve the seating plan, the circulation plan and the accessible route	Organiser, venue	[ ]
D-21	Approve the technical side: layout plan, technical sheet, set-up schedule	Suppliers, venue	[ ]
D-18	Prepare speeches, videos and presentations	Decision-maker, communications	[ ]
D-14	Close registration and lock the final guest numbers	Organiser	[ ]
D-14	Give the caterer the cover count, dietary needs and allergies	Organiser	[ ]
D-10	Circulate the written plan B: weather, delay, absent supplier	Organiser, agency	[ ]
D-7	Send guests the practical reminder: access, times, dress code, journeys home	Communications	[ ]

D-7 to D: lock it

When	Task	Who	Done?
D-7	Share the minute-by-minute run sheet with everyone	Organiser, agency	[ ]
D-3	Confirm each supplier's arrival time	Organiser	[ ]
D-2	Brief the welcome team and the on-site teams	Organiser	[ ]
D-1	Carry out the set-up and the technical rehearsal	Suppliers, site manager	[ ]
D	Check in with suppliers on arrival, then again mid-evening	On-site lead	[ ]
D	Photograph the event and note any hiccups for the debrief	On-site lead	[ ]

D+1 to D+7: wrap it up

When	Task	Who	Done?
D+1	Thank the guests and the teams	Decision-maker, communications	[ ]
D+2	Hand the venue back and check the condition report	Organiser, venue	[ ]
D+3	Share the photos and the keepsake of the event	Communications	[ ]
D+5	Send guests a short feedback questionnaire	Organiser	[ ]
D+7	Gather the invoices, pay suppliers and run the debrief	Organiser, finance	[ ]

These lead times are guidelines, and they compress badly. If your date is closer, tell us about your project at agence-dare-dare.fr. We reply within 24 hours.

An event in mind?

Write to us: contact@agence-dare-dare.fr · +33 6 81 96 93 62 · agence-dare-dare.fr. Reply within 24 hours.