

Item	Week 1	Week 2	Week 3	Week 4	Event
Presentation:	Create event title	Create presentation-rule of thumb: 20 minutes for presentation, 20 for Q & A and 20 for mingling	Practice the presentation	Print out the presentation from and back if you'd like to give away (this ensures attendees listen rather than write copious notes)	Bring hand-outs
Venue:	Call libraries and book room		Check video camera and voice recorder for re-use in podcasting, your own site or authorsden	Charge them!	Bring sign-in sheet with name, emails, along with the recording devices and someone to operate them!
Materials			Create on-site flyer. Have sign-in sheet if you want to develop a newsletter database	Create speaker review form (great to post the results on your website (e.g. 4/5 rated 5-star presentation!))	Bring speaker review forms (give the option for name and quote, or anonymous). Offer give-away at the end to give these back
Promotion	Write event announcement, Post event on your website Contact local newspaper and Place on event calendar, Contact paper editor	Post event announcement everywhere			Buy the donuts
Your database	Send 'save the date' email to your database		Send 2 week notice email to your database	Send 1 week notice	Send day-of notice