**ACROSS THE AISLE**

**EVENT CREATION TIMELINE**

1. Pick a date for first (and second?) event and check for university conflicts.
   * **DUE DATE:**   
     (Start planning about 1 month before event)
2. Reserve a room for the events.
   * **DUE DATE:**(Start planning about 1 month before event)
3. Select a controversial, relevant, narrow topic for each event.
   * **DUE DATE:**(Start planning about 1 month before event)
4. Ask a professor to be a guest speaker.
   * **DUE DATE:**  
     (Start planning about 1 month before event)
5. Compile a list of subtopic ideas.
   * **DUE DATE:**(Decide subtopics about 4 weeks before event)
6. Decide subtopics. After discussion, send subtopics to Advisor for review.
   * **DUE DATE:**  
     (Meet about 4 weeks before event)
7. Finalize subtopics. Assign ATA team members to draft subtopic paragraphs.
   * **DUE DATE:**(Finalize and assign about 3 weeks before event)
8. Create advertisements for event (mass email, digital ad, physical flyers, tabling, etc.)
   * **DUE DATE:**  
     (Create 1.5 to 2 weeks before the event)
9. Send out Qualtrics survey with subtopic questions to event participants.
   * **DUE DATE:**  
     (Send out 1.5 weeks before the event)
10. Send One Pager drafts to Advisor for review.
    * **DUE DATE:**  
      (Send drafts about 10 days before the event)
11. Send out a "Last Day" reminder to event participants to take Qualtrics survey.
    * **DUE DATE:**  
      (Send day before closing survey)
12. Close survey. Select responses to add to One Pagers.
    * **DUE DATE:**  
      (Close 4-5 days before the event)
13. Count approximate attendees for food order. Place food order.
    * **DUE DATE:**  
      (Order food 4-5 days before the event)
14. Send a copy to the guest presenter to review/edit. Print One Pagers.
    * **DUE DATE:**  
      (Send 1 day before the event)
15. Write a thank you card and get chocolates/flowers for the guest speaker.
    * **DUE DATE:**  
      (Purchase at least 1 day before the event)
16. Pick up food. Eat the food. Have a great event!
    * **DUE DATE:**  
      (Day of the event)