

Experiential Marketing Event Run-of-Show Outline

EVENT OVERVIEW

- Event Name: _____
- Date: _____
- Location: _____
- Expected Attendance: _____

KEY EVENT CONTACTS

- Event Producer: _____
- Client Contact: _____
- Venue Manager: _____
- AV Lead: _____
- Other Key Staff: _____

RUN-OF-SHOW SCHEDULE

TIME	ACTIVITY/SEGMENT	RESPONSIBLE	NOTES
07:00 AM	Vendor & Staff Arrival, Set-Up Begins	Production Team	
08:30 AM	Client & Sponsor Arrival	Client Host	
09:00 AM	Doors Open, Guest Check-in	Registration Team	
09:30 AM	Welcome Remarks	MC	
10:00 AM	Main Experience Activation	Activation Leads	
12:30 PM	Lunch & Networking	Catering Team	
01:30 PM	Panel Discussion/Workshop	Moderator	
03:00 PM	Secondary Activation / Experience	Activation Leads	
04:30 PM	Closing Remarks & Thank Yous	MC / Client	
05:00 PM	Event Ends, Breakdown Begins	Production Team	
07:00 PM	All Clear / Venue Closes	All Staff	

SPECIAL NOTES & CONTINGENCIES

- Emergency Procedures: _____
- Rain Plan (if outdoor): _____
- Key Deliverables & Deadlines: _____

POST-EVENT ACTIONS

- Debrief with Team
- Collect Feedback & Surveys
- Send Thank You Notes

- Post-Event Report