

QUICK REFERENCE FOR IEXPLORESTEM PLANNING

First Steps

1. Create festival planning team
2. Determine festival focus
3. Choose date, time, and venue

Web

1. Create a Website
2. Establish Facebook and Twitter accounts

Finances

1. Develop a budget
2. Identify potential sponsors
3. Create sponsor contract
4. Contact potential sponsors and follow-up

Activities

1. Identify potential exhibitors
2. Create activity submission form
3. Contact potential exhibitors
4. Choose activities
5. Notify exhibitors

Marketing

1. Contact potential partners – Schools, Churches/Non-profits, Exhibitors/Sponsors
2. Use Web – Twitter, Facebook, Website
3. Investigate free print and radio opportunities

Physical Logistics

1. Create site plan and assign space to exhibitors
2. Identify source of stage and related accoutrements
3. Identify and plan to meet electricity and internet needs
4. Identify and plan to meet sanitation, health, and safety needs
5. Develop signage

People

1. Update exhibitors on festival logistics
2. Recruit and train volunteers
3. Prepare visitor materials

Festival Day and After

1. Plan set-up and tear-down
2. Execute festival evaluation
3. Send thank you notes
4. Post post-festival Website, Twitter, and Facebook updates
5. Complete and send festival report

Optimal Time-Line for a Stand-Alone Festival	Day started	Day finished
Recruit management team	0	45
Select venue and date	30	60
Create plan	30	75
Develop website	30	120
Identify potential partners	60	120
Arrangements	60	255
Preliminary budget	75	120
Create fundraising and activity recruitment materials	75	120
Recruit activities	120	210
Fundraise	120	225
Prepare marketing materials	150	225
Select activities	210	225
Market	225	285
Festival	285	285
Follow-up and assessment	285	300

Optimal Time-Line for Festival within a Festival Up to 10 activities; if more, the stand-alone time line applies	Day started	Day finished
Recruit management team	0	30
Create plan	30	60
Develop website	30	120
Identify potential partners	60	120
Preliminary budget	60	105
Create fundraising and activity recruitment materials	60	105
Recruit Activities	105	180
Fundraise	105	195
Prepare marketing materials	105	180
Arrangements	120	225
Select Activities	180	195
Market	180	240
Festival	240	240
Follow-up and assessment	240	270