

YOUR PARTY (COMMUNICATIONS) CALENDAR

Your venue is booked, decorations are planned, and catering is ordered...now how do you get your guests to show up? Use our holiday party calendar and checklist to help plan all of your event communications -- from guest list organization through to post-party follow-up.

4 WEEKS BEFORE:

○ MAKE A LIST

Use an Excel spreadsheet to compile your guests' contact information. This will come in handy for future messages.

○ SEND OUT INVITES

Whether it's a paper invitation or an Evite, be sure to give your guests an unforgettable intro to your event and plenty of time to pencil it into their busy schedules.

Tip: Impress your guests by sending invites via text message. Deliver your invitation directly to your guests' pockets with the click of a button!

3 WEEKS BEFORE:

○ COLLECT RSVPS

Initial head counts will give you a good idea of any changes you'll need to make in preparation for the event.

○ CONFIRM YOUR VOLUNTEERS, ENTERTAINERS, VENDORS, LOCATION AND MORE

Avoid last minute changes and hiccups by confirming important details sooner rather than later.

T-MINUS 2 WEEKS:

○ NARROW YOUR LIST OF ATTENDEES AND CREATE SMALLER CAMPAIGN LISTS

Get creative with your campaign lists by separating guests into VIP groups.

○ SET UP YOUR TEXT MESSAGE CAMPAIGN AND START CONNECTING!

Texting is ideal for reminders, updates, changes, and more.

○ DO YOUR GUESTS HAVE QUESTIONS ABOUT YOUR EVENT?

Use texting to engage one-on-one. It's quick and effective.

1 WEEK OUT:

○ Use voice broadcast to send event reminders to your campaign lists.

○ Guide vendors, volunteers and event staff to the right areas with a single text.

○ Prep your guests for arrival with personalized directions, valet arrangements, start times, and more.

★ YOU'VE MADE IT TO THE EVENT!

○ Promote raffles, giveaways and event happenings live with text messages.

○ Follow up with your guests afterwards to get feedback for next year's bash!

YOUR EVENT IS A BIG DEAL!

Make sure your messages are delivered with text messages and personal calls. You don't want last minute reminders getting lost in an overcrowded email inbox! Take advantage of the latest mobile technology to save time and money and optimize your event communications.