Key Dates and Timeline:

Today | May | June | July | August | September

Update Form (Shared via email)

Deadline
12th June
Event Submission
Form ↗

Deadline
13th July
Provide
Event Copy
and Details

Deadline
20th July
Finalise Event
Marketing
and Speaker
Details

Deadline
27th July
Event Content
Approval

Deadline
14th August
AV Production
Requirements

Finalise Event

Innovation Week
7th to 11th
September

23rd April
Info Session

12th May
Drop-In Session

2nd June

9th June Last
Drop-In Sessions

Mandatory
6th August
Production and Logistics Meeting
with Event Coordinator

27th July
Event Coordinator
Assignment

1st August
Contact caterers
(Atlantic)

22nd August
Finalise catering
Requirements (Atlantic)

Marketing Phase

27th July – 16th August
Festival Awareness Phase

17th August – 7th September
Festival Conversion Phase
Promotion Campaign