

## ONE YEAR PLANNING CALENDAR

*This calendar is for planning and discussion purposes and should exceed one year when possible:*

### *One Year (plus)*

Global Village on the Move partner packet provided. Initial discussions and partnering details discussed. A regionally focused business theme around which the program would be structured should be determined. Preliminary budget work should begin.

The time frame for delivery of the program avoiding the summer months of June, July and August and special holidays in the US and the partner location should be identified. A preliminary schedule length of 7, 10, or 12 days; general logistics such as location, housing, and educational facilities; and so on should be determined.

### *Ten Months*

Revisit partnership details and/or questions. A Letter of Understanding (partnership agreement) should be finalized and signed by Iacocca Institute and the partner institution, when necessary. Instructor identification should begin. Marketing material design should begin. Early program announcements should be approved and sent to internal audiences. Program format should be finalized.

### *Eight Months*

Budget estimates for the program should be fully determined. Break even attendance should also be determined including a tuition estimate (accounting for special discounts should be considered).

Instructor selection should be finalized. A detailed schedule of activities including locations, events and timing should be designed.

Development on Marketing (including web and web registration site) and collateral materials should be finalized. Program marketing begins.

### *Six Months*

Open Registration and determine a date for final registrations.

### *Six Weeks*

Review revised budget. Registrants should be confirmed. Detailed program and collateral materials should be designed including welcome packets, schedules, instructor biographies with photographs, attendee profiles with photographs, evaluations, transportation schedules, maps and other resources or materials as deemed appropriate. Gifts and giveaways should be shipped or purchased.

### *Four Weeks*

Confirm registrant list with Iacocca Institute and Determine Go/NoGo based registration breakeven minimums. Finalize and confirm all details.

### *Two Days*

Iacocca Staff Arrives for final detail work.

### *Program Begins*

Welcome ceremony is delivered.

*Continue detail discussion as needed throughout the program.  
This calendar is a general guideline and should be revised based on the partners recommendations.*

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