1. **Event title**
2. **Registration launch date**
3. **Registration capacity**
4. **Headline** (to be provided by marketing)
5. **Course Credit***Include all potential CE credits earned for the entire event. May be used in promotion of event.*
6. **Start date & time**

*This is the start day/date and time for the overall event, not individual sessions*

1. **End date & time**

*This is the end day/date and time for the overall event, not individual sessions*

1. **Venue***Venue name and address. If virtual, list platform event will be hosted on.*
2. **Event contact***Email address.*
3. **Event overview***Max 200 words. Please be descriptive. This will be edited to position the event and market it.*
4. **Registration packages***Include package name, price, and details for each registration option. Ticket capacity*
5. **Agenda***Account for all time blocks during the event, including breaks. For each session, include the following:*

* *Start and end day and time*
* *Time range (e.g. 60min)*
* *Session title (max 10 words)*
* *Session description (max 100 words)*
* *Speakers with speaker titles (program managers are responsible for ensuring AIA credentials are accurate and provided prior to copy review/edit)*
* *Speaker images*
* *Session course credit (CE credits)*
* *Individual session capacity*
* *Tracks*

|  |  |  |
| --- | --- | --- |
| Time | Session details | Track |
|  | |  |
|  |  |  |

1. **Sponsors***Include company name and urls. Provide all high res logos in Workfront.*
2. **Keynote bios & images**
3. **Discount codes**

*Include the categories you will need discount codes and the discount amount*

1. **Confirmation email text**   
   *(131K character limit in Fonteva inc. spaces)*
2. **Accounting codes**
3. **Report requirements**