



WORK BACK CALENDAR / 3 weeks until show

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
WEEK 1						
		START PLANNING Start working on: - Details of show - Run of Show	Start working on: - Equipment details - Promotional Plan	Start working on: - Getting S10 & Shopify connected - Show & Shop assets	Start working on Promo Assets	
WEEK 2						
	S10 & Shopify Connection Completed	Shop app & Website Setup	Product List Finalized		Show/Shop/Promo Assets Completed	
WEEK 3						
	Run of Show Completed	Shop app & Website Setup Completed	Tech Check	Rehearsal #1		
			PROMOTE YOUR SHOW	PROMOTE YOUR SHOW	PROMOTE YOUR SHOW	PROMOTE YOUR SHOW
WEEK 4 (SHOW)						
		Rehearsal #2 (optional)	LIVE SHOW			
PROMOTE YOUR SHOW	PROMOTE YOUR SHOW	PROMOTE YOUR SHOW	PROMOTE YOUR SHOW			