



WORK BACK CALENDAR / 4 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						
	Shop app & Website Setup	S10 & Shopify Connection Completed	Product List Finalized		Show & Shop Assets Completed Promo Assets Completed	
WEEK 3						
	Shop app & Website Setup Completed	Run of Show Completed	Tech Check	PROMOTE YOUR SHOW	PROMOTE YOUR SHOW	PROMOTE YOUR SHOW
WEEK 4						
PROMOTE YOUR SHOW	Rehearsal #1 PROMOTE YOUR SHOW	PROMOTE YOUR SHOW	Rehearsal #2 (optional) PROMOTE YOUR SHOW	LIVE SHOW PROMOTE YOUR SHOW		
WEEK 5 (SHOW)						