

#	DATE	COUNTDOWN	EVENT	VENUE	OWNER	GUESTS	BUDGET	ACTUAL	VARIANCE	VEN	INV	CAT	A/V	RUN	READY
1	Sun 24 Jan 2027	162 d	Sales kickoff 2027	Grand Hyatt, Austin	Alex	120	\$48,000	\$51,200	(\$3,200)	☒	☒	☒	☒	☒	100%
2	Sun 28 Feb 2027	197 d	Partner summit — spring	The Wharf, Seattle	Jordan	80	\$32,000	\$30,450	\$1,550	☒	☒	☒	☒	☐	80%
3	Sun 28 Mar 2027	225 d	Customer advisory board	HQ boardroom	Sam	14	\$6,500	\$6,200	\$300	☒	☒	☒	☐	☐	60%
4	Sun 2 May 2027	260 d	Spring product launch	Online + studio	Riley	900	\$25,000	\$24,100	\$900	☒	☒	☐	☒	☐	60%
5	Sun 30 May 2027	288 d	Regional roadshow — Chicago	Marriott Downtown	Alex	150	\$18,500	-		☒	☒	☐	☐	☐	40%
6	Sun 27 Jun 2027	316 d	Mid-year all-hands	HQ atrium	Jordan	210	\$9,500	-		☒	☐	☐	☐	☐	20%
7	Sun 1 Aug 2027	351 d	Summer customer party	Rooftop, Brooklyn	Riley	180	\$22,000	-		☒	☐	☐	☐	☐	20%
8	Sun 29 Aug 2027	379 d	Analyst briefing day	Online	Sam	25	\$4,500	-		☐	☐	☐	☐	☐	0%
9	Sun 26 Sep 2027	407 d	Partner summit — autumn	Convention Centre, Boston	Jordan	95	\$34,000	-		☒	☐	☐	☐	☐	20%
10	Sun 24 Oct 2027	435 d	User conference 2027	Moscone West, SF	Alex	1400	\$185,000	-		☒	☒	☐	☐	☐	40%
11	Sun 21 Nov 2027	463 d	Thanksgiving client dinners	Various	Riley	60	\$15,000	-		☐	☐	☐	☐	☐	0%
12	Sun 19 Dec 2027	491 d	Holiday party	The Old Bank, Denver	Jordan	240	\$28,000	-		☐	☐	☐	☐	☐	0%
TOTALS · 12 events							\$428,000	\$111,950	\$316,050	average readiness					37%

EVENTS BY QUARTER			
Q1	3	\$86,500	
Q2	3	\$53,000	
Q3	3	\$60,500	
Q4	3	\$228,000	

NEXT EVENT

Sales kickoff 2027

Sunday 24 January 2027 · 162 days away

Venue: Grand Hyatt, Austin · owner Alex

Readiness 100% · budget \$48,000

Twelve events, \$428,000 of budget and 3474 expected guests. 4 events have closed out, running \$450 over budget in total.

The user conference in October is the biggest line at \$185,000 — 43% of the annual budget. Average readiness across all events is 37%.