

Online or in person, hosting an event is no easy task. But the effort you put into promoting and supporting that event is crucial. Use this checklist to keep you on track.

## BEFORE THE EVENT

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### PREPARATION

- \_\_\_ **Solicit sponsors** by creating and distributing sponsor value presentations to share with others that can benefit from participating in your event.
- \_\_\_ **Create an event landing page** that contains attendee, media and sponsor details as well as tracking and analytics.
- \_\_\_ **Order swag** from a promotional item company – confirming correct art, quantities and delivery instructions – well in advance.
- \_\_\_ **Select an event management tool** to organize and collect speaker information and attendee registrations.
- \_\_\_ **Assign personnel** in advance to determine who will represent your business at the event.
- \_\_\_ **Alert your printer** as to when and where printed materials like flyers, signs and other collateral should be delivered.
- \_\_\_ **Partner with a PR firm** to develop social media hooks.
- \_\_\_ **Consider Virtual Event Boxes** for hybrid or virtual meetings.

### PROMOTION

- \_\_\_ **Launch a branded targeted campaign** directed to attendees.
- \_\_\_ **Widen your sponsor search** to reach new sponsors with paid promotions.
- \_\_\_ **Track your results** by installing sponsor tracking pixels in analytics for a clear picture of return.
- \_\_\_ **Distribute social media content** to sponsor and influencer attendees for sharing.
- \_\_\_ **Send the Save the Date** and roll out the active PR outreach to industry media.
- \_\_\_ **Send invitation** by mail or email.
- \_\_\_ **Share on social media** using custom post-event social media profile images, cover images and posts. Don't forget your #hashtag!

## DURING THE EVENT

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### COLLATERAL

- \_\_\_ **Set up area** by placing signage and distributing your preplanned flyers or other collateral materials.
- \_\_\_ **Hand out swag** to attendees.

### COMMUNICATION

- \_\_\_ **Share** BTS pics and videos along with takeaway posts on your social media platforms.
- \_\_\_ **Gather data** like the names and email addresses of your attendees or booth visitors.

## AFTER THE EVENT

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### SHARE

- \_\_\_ **Share again on social media** using event video, pics and thank you messages.

### FOLLOW UP

- \_\_\_ **Send a thank you email** using crucial data you collected during the event.

## NOTES

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