

CHECKLIST

EVENT STRATEGY

TIMELINE

- 8 weeks out:** Finalize planning of event details, graphics, verbiage for web/email, and finalize invitee list.
- 6 weeks out:** Begin marketing event.
- 5 weeks out:** Send eComm team requests for list uploads, audience builds, etc.
- 4 weeks out:** Send official email invitation to invitees.
- 3 weeks out:** Send email reminders to non-registered audience members.
- 2 weeks out:** Send "last chance" email reminders for final push for RSVPs.
- 1 week out:** Registration closes. Social media countdown to event.

REGISTRATION

- What information is required?
- What information is needed but not mandatory (i.e. submit a question to the speaker)?
- What is the capacity for the event?
- What information do the registrants need to receive in a confirmation email?
- If the event is virtual or has that option, make sure to provide hyperlinks/credentials.

COMMUNICATIONS

- 6 weeks:** Save the Date
- 4 weeks:** Official Invite
- 3 weeks:** Reminder
- 2 weeks:** Final Reminder
- 1 week:** Event Reminder to RSVPs
- 2-3 Days:** Know Before You Go
- Day-of:** "See You Soon!"
- Post-event:** Thank You & Feedback Survey

POST-EVENT

- Review attendance percentage.
- Review feedback survey responses.
- Notes on what worked well.
- Notes on what changes should be made.
- Review photos/video to share (if applicable).
- Create event overview for website, social media and/or Communique. (If looking to have Communique coverage, remember to submit a story idea to the Communications team beforehand for their awareness).

