



Schedule + Checklist

Pre-event

-6 weeks

- ☐ Set date for event
- ☐ Secure venue
- ☐ Confirm speakers
- ☐ Set agenda
- ☐ Determine invite list
- ☐ Write event copy
- ☐ Determine demand gen strategy

-5 weeks

- ☐ Launch registration page
- ☐ Send initial invites

-4 weeks

- ☐ Contact catering
- ☐ Order swag
- ☐ Organize security
- ☐ Schedule social posts

-2 weeks

- ☐ Lock slides
- ☐ Provide catering info to venue
- ☐ Send second invites

-3 days

- ☐ Provide guest list to venue
- ☐ Send reminder emails
- ☐ Launch post-event survey

Day of event

- ☐ Provide attendees with WiFi password
- ☐ Create hashtag and encourage attendees to share
- ☐ Take pictures during the event and share them on social

Post-event

+1 day

- ☐ Send follow-up emails with survey request

Checklist

Event logistics

- ☐ Event date and time
- ☐ Event venue
- ☐ Invite list
- ☐ Catering
 - ☐ Consider dietary restrictions
- ☐ Security

Programming

- ☐ Speakers
- ☐ Agenda
- ☐ Slide templates

Marketing

- ☐ Registration page
- ☐ Feedback form
- ☐ Social media posts
 - ☐ Create hashtag
- ☐ Emails
 - ☐ Invite
 - ☐ Second invite
 - ☐ Registration confirmation
 - ☐ Reminder
 - ☐ Thank you
 - ☐ *Optional: Waitlisted, Rejected, Change location or schedule, Cancellation confirmation, Event cancellation, Sorry we missed you*
- ☐ Swag (*Optional*)
 - ☐ Pens, stickers, power packs, USB sticks

Experience

- ☐ Name tags
- ☐ Internet connectivity/WiFi
- ☐ Signage (*Optional*)
 - ☐ Welcome signs, posters