



# 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