

EVENT MARKETING CHECKLIST

Name of Event: _____

Date of Event: _____

Event Venue: _____

Type of event:

- | | | |
|---|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Conference | <input type="checkbox"/> Pop-up Shop | <input type="checkbox"/> Awards show |
| <input type="checkbox"/> Seminar/workshop | <input type="checkbox"/> Launch Party | <input type="checkbox"/> Competition |
| <input type="checkbox"/> Tradeshow | <input type="checkbox"/> Celebration | <input type="checkbox"/> Other: _____ |

Goals for event:

- 1: _____
- 2: _____
- 3: _____

Event needs:

- | | | |
|-----------------------------------|--|--|
| <input type="checkbox"/> Sponsors | <input type="checkbox"/> Instructors | <input type="checkbox"/> Equipment rentals |
| <input type="checkbox"/> Vendors | <input type="checkbox"/> Caterers | <input type="checkbox"/> Signage |
| <input type="checkbox"/> Speakers | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Other: _____ |

Marketing and promotions:

- | | |
|---|--|
| <input type="checkbox"/> Logo — create by date: _____ | <input type="checkbox"/> Local media advertising |
| <input type="checkbox"/> Promotion timeline | <input type="checkbox"/> Email invites/notifications |
| <input type="checkbox"/> Website creation | <input type="checkbox"/> Print invites/notifications |
| <input type="checkbox"/> Online registration setup | <input type="checkbox"/> Swag |
| <input type="checkbox"/> Posters/banners/signs | <input type="checkbox"/> Other: _____ |

Notes:
