



Meeting and Event Check List

Background

- What type of event; conference, tradeshow, seminar, sales meeting, user group?
- What are you trying to accomplish, what are your goals and objectives?
- What are your main messages?
- Who are you trying to reach?
- Why would they be interested?
- Who are you competing with for their attention?
- What actions do you want them to take in response to the event?

Logistics

- Date and Location
- Displays
- Content and Collateral Materials
- Media, Audio Visual Equipments, Recordings
- Accommodations
- Catering
- Entertainment
- Registration
- Attendance
- Budget

Marketing

- Pre-Event Marketing
- Public Relations
- Post-Event Follow up
- Sponsorships

Success Metrics

- What will success look like?
 - Attendance
 - Leads and Contacts
 - Orders
 - Surveys and Evaluations
 - Return on Investment

We are happy to discuss your next event, even if you are just thinking about it. Just give us a call!