

Attendee Experience Planning Worksheet

Format Recommendation: Google Docs or Word — best for brainstorming and collaboration with your team.

Use this worksheet to walk through the entire attendee experience — from the moment they hear about your event to when they leave. It helps you design intentional touchpoints that make people feel welcome, excited, and valued.



1. Pre-Event Touchpoints

How will attendees hear about your event?

(e.g. Instagram, email newsletter, Eventbrite, word of mouth)

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What will make them click to learn more or register?

(e.g. key benefits, headline hook, great speaker, value add)

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What will their registration experience be like?

(e.g. smooth checkout, confirmation email, follow-up with reminders)

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How many reminder emails will they get before the event?

(Include timing and content — e.g. 1 week before, 2 days before)

→



2. Arrival & Welcome

Will there be signage to help them find the venue/room?

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Who will greet them at the door?

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Will they receive anything on arrival?

(e.g. name badge, gift bag, refreshments, QR code to agenda)

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How will you help people feel relaxed and comfortable early on?

(e.g. music, icebreakers, meet & greet, welcome drinks)

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3. During the Event

What is the emotional tone you want to create during the event?

(e.g. empowering, celebratory, safe, fun, professional)

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What key moments do you want them to remember?

(e.g. first speaker quote, breakout activity, styling demo, panel talk)

→

How will you involve the audience?

(e.g. live Q&A, polls, activities, giveaways)

→

What do you want them to *do* during or after the event?

(e.g. sign up for your platform, connect with another stylist, join your email list)

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4. Wrap-Up & Exit

Will you have a closing moment or thank you?

→

Is there a takeaway, gift, or download they'll leave with?

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How will you gather feedback or testimonials?

(e.g. printed form, QR code, post-event email)

→

How will you follow up with them afterwards?

(e.g. thank you email, discount, invite to next event)

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