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## Event Strategy Sheet

By documenting your event strategy on a single sheet of paper, you will help your team to stay on track and focused on what really matters.

Event Name:	Need Our attendees want:	Solution Our attendees will love our event because:	Unfair advantage No other events have:	Unique value proposition We're different because:
<b>Date:</b>  <b>Time:</b>  <b>Location:</b>  <b>Purpose:</b>				

Audience Our ideal attendee is:	Channels We'll reach our customers by:	Key Metrics The things we have to measure are:	Costs Our major costs will be:	Revenue We'll make money by selling: