Project owner:

Add additional context that will help first-time readers get a TLDR summary of what is to follow.

Messaging	*Add the relevant content here to describe the value to prospects and customers attending this event. Also, try to add context on how this aligns with an ongoing campaign or content theme.*

Who	*Audience Definition*
	  - *Accounts (Ideal Customer Profiles / Target Names)*
	  - *People (Personas, Titles, Leaders vs Practitioners)*
	  - *Vertical/Industry*
	  - *Stage in the journey - Seed, Series A/B/C... / Public*
	  - *GTM Segmentation*
	    - *Revenue*
	    - *Location*
	    - *Employees*

Why (Attendees)	- *Why should someone sign up?* - *Why should someone show up?* - *Why should someone engage?*
Why (Business)	- *Pipeline* - *Velocity/Acceleration* - *Brand Awareness* - *Closures*
What	*Select Type of Event from the dropdown -* Group Demo ▾
Where	*Select Location of Event from the dropdown -* Online ▾
When	*Add Date and Time for the event. Is it a series? How often? Add dates for recurring events in the series.*
How	*Event Brief - Run of show and Agenda - Build a Dedicated Event ROS*

EVENT BRIEF (HOW)

Campaign Name	*Add the larger campaign that you are hosting this event or event series under*
Offer	*Decide a name for this offer - an offer is an event under the campaign*
Speaker Persona	*Describe the type of speaker that fits the topic and objective.*
Speakers	*Mention the name, title, link on Linkedin/Twitter, have they spoken on events or podcasts etc.* ☐ *Speaker 1* ☐ *Speaker 2* ☐ *…*
Partner Persona	*Describe the type of partner that fits the topic and objective.*
Partners	*Add name, website URL, LinkedIn URL and why you think they are a good fit* ☐ *Partner 1* ☐ *Partner 2* ☐ *…*

Execution - (Asana/Jira/Trello/Notion)	*Where will you collaborate - create a comprehensive checklist that will cover:*
	
	Before the Event
	
	☐ *Content*
	    ☐ *Event Title*
	    ☐ *Event Description*
	    ☐ *Session Content*
	    ☐ *Session Titles (If more than one)*
	    ☐ *Session Descriptions (if more than one)*
	    ☐ *Promotional emails*
	    ☐ *Social and community posts for promotion*
	
	☐ *Design*
	    ☐ *Landing Page designs*
	    ☐ *Promotional designs*
	        ☐ *For email*
	        ☐ *For Social and Community Posts*
	        ☐ *For Speakers to share on their channels*
	        ☐ *For Partners to share on their channels*
	    ☐ *In-Event Branding*

☐ *Reception Design*
  - ☐ *Welcome Video*
  - ☐ *Reception Video*
  - ☐ *Call to actions to important sections in the event*
  - ☐ *Stage Backdrops*
  - ☐ *Fluid Space Design*
  - ☐ *Social Lounge Banner*

☐ *Promotion and Distribution*
  - ☐ *Invite email to segmented database*
  - ☐ *Invite email to non-openers of email 1*
  - ☐ *Social Posts from company handle*
  - ☐ *Social Posts from team members*
  - ☐ *Social Posts from Speakers and Partners*
  - ☐ *Paid Social Campaigns to drive registrations*
  - ☐ *Email Promotion from Partners*

☐ *Marketing Operations and Sales Alignment*
  - ☐ *CRM Integration*
  - ☐ *Lead sharing flow*
  - ☐ *[Event Pack for promotion and follow up from sales](#)*

During The Event

- *Session Experience*
  - *Ice Breakers - Use chat to get answers*
  - *Polls - Setup polls in advance to get audience insights*
  - *Q&A section - Encourage audience*
  - *Quiz or Trivia - Kahoot Integration*
  - *Donations - Donorbox Integration*
  - *Feedback - TypeForm Integration*
  - *In-Event CTAs - Use these to share relevant assets and offers based on session content*
  - *Breakout Rooms - Based on session design, create sub segments of your audience to have focussed discussions with speakers or each other to add a break from the live stage experience*

- *Event Experience*
  - *Social Wall - Walls.io Integration - Enable this to show a live feed of social conversations around the event based on #*
  - *Photobooth - Snapbar Integration - Empower attendees to*

	take fun and HQ pictures in branded templates to take home and share on socials - *Resources - Plan and upload downloadable resources that will be relevant to the audience and drive engagement and leads* - *Social Lounge - Create an inclusive networking experience where attendees can get value from each other and speakers* - *Fluid Space - Create a immersive and interactive fluid space for attendees to network and have conversations* **After The Event** - *Event Recap Email - Share event recording and takeaways* - [Content Repurposing](#) - *Use this template to repurpose content from your event to continue driving engagement and leads to your business* - *Share leads and insights fromthe event with Sales and Customer Success based on type of event*
Team Resources	- ***Event Marketer*** - *The project owner who drives all event related operations from start to finish* - ***Design*** - *All visual aspects for before, during and after the event* - ***Content Writer / Content Marketer*** - *All the content that will go on the landing page, emails and social media* - ***Marketing Operations*** - *To help deploy emails and create workflows for lead assignment in your CRM* - ***SDRs / BDRs / AEs /AMs*** - *For follow up with leads and customers that registered and attended the event*

Budget	- ***Speakers -***
	- ***Promotion -***
	   - *Syndication*
	   - *Creators / Influencers*
	   - *Paid Social*
	- ***Experience -***
	   - *MC / Host*
	   - *DJ*
	   - *Other Entertainment acts -*
	      - *Live Illustrator*
	      - *Magician*
	- ***Gifting and prizes for engagement***
	   - *Gift Cards*
	   - *Merchandise*

Production

1.   Content: Email

Email 1 (Invite email)	**Key Messaging & Goal:**
	
	●
	
	Sender:
	
	    ● Sender Name:
	    ● Send Time & Trigger:
	    ● Email Banner:
	    ● UTM Link:
	
	Subject Line:
	
	Preheader:
	
	Email Copy:
	
	Sender's Name & Designation

Email 2 (Reminder email for registrants)	**Key Messaging & Goal:**
	
	●
	
	Sender:
	
	    ● Sender Name:
	    ● Send Time & Trigger:
	    ● Email Banner:
	    ● UTM Link:
	
	Subject Line:
	
	Preheader:
	
	Email Copy:
	
	Hey Contact: First name,

Email 3 (Thank you email - for attendees)	**Key Messaging & Goal:** ● **Sender:** ● Sender Name: ● Send Time & Trigger: ● Email Banner: ● UTM Link: Subject Line: Preheader: **Email Copy:**
Email 3 (Missed you email - for non-attendees)	**Key Messaging & Goal:** ● **Sender:** ● Sender Name: ● Send Time & Trigger: ● Email Banner: ● UTM Link: Subject Line: Preheader: **Email Copy:**

2.   Content: Organic Social

Social Post #1 **(about the full series)**	

Social Post #2 **(announcing guest speaker)**	
Social Post #3 **(Post-event wrap up)**	

3.   Design - Landing Page