



Event Management Checklist

DEFINE YOUR EVENT STRATEGY

- Why are you hosting this event? What's your goal?
- Who is the event for?
- What will people be doing when they attend?
- Why will they choose this event over others?
- Book a venue

SALES & TICKETING

- Decide on ticket tiers, if you have them.
- Use a ticket distribution system.

POST-EVENT ENGAGEMENT

- Send a "thank-you" message to attendees.
- Send a message to people who couldn't make it.
- Take stock of what you learned and what you'll do differently next time.

START PROMOTING YOUR EVENT

- Organic promotion
- Paid promotion
- Send a "thanks for registering" email
- Plan a series of "get ready" touchpoints with attendees via email and social media
- Send event reminders as your event approaches

DAY-OF LOGISTICS

- Make a plan for check-in and registration.
- Align your team and run through the what-ifs.

NEED AN ONLINE CALENDAR?

The Events Calendar family of WordPress tools makes it easy to manage the entire event lifecycle—promotion through sales, planning, and follow-up.

Get started for free!

theeventscalendar.com