

# Your Best Event Yet!



1. What's the point of the event? (What do you hope to gain from it?)

A large, empty grey rectangular box intended for the user to write their answer to the first question.

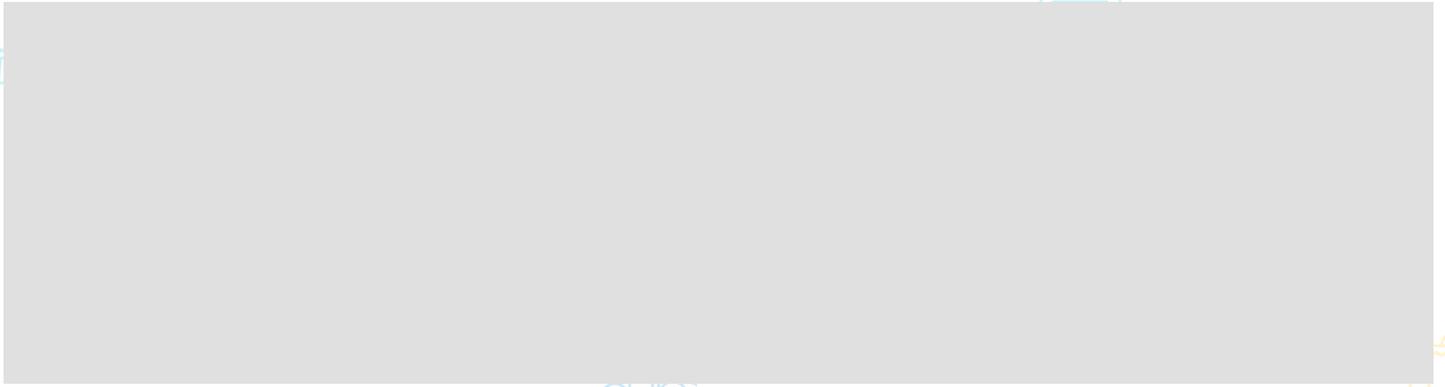
2. Who do you want to show up, and what's in it for them? (Will this help them or their team perform better?) (Tip: make sure to spell this out in your invites.)

A large, empty grey rectangular box intended for the user to write their answer to the second question.

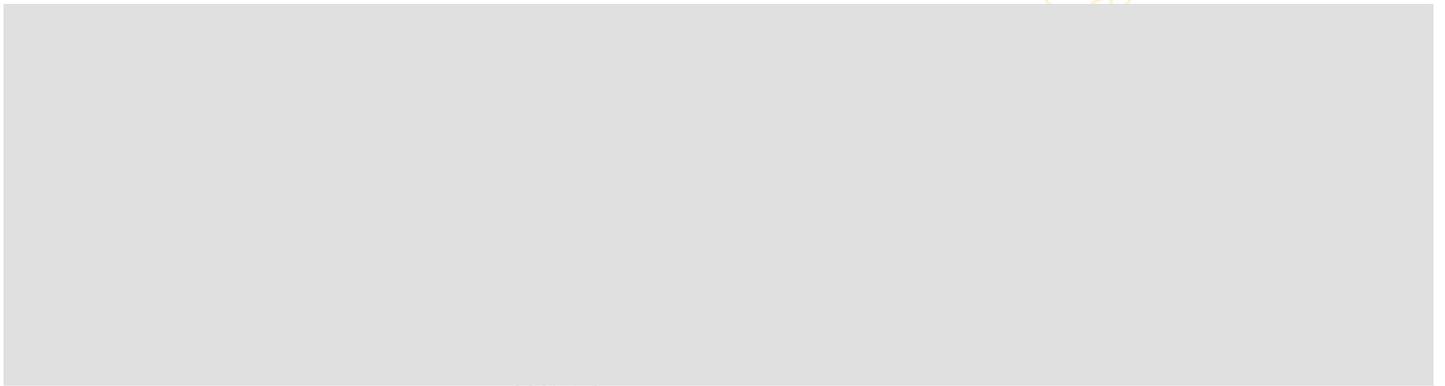
3. How are you going to convince them to spend their time with you?

A large, empty grey rectangular box intended for the user to write their answer to the third question.

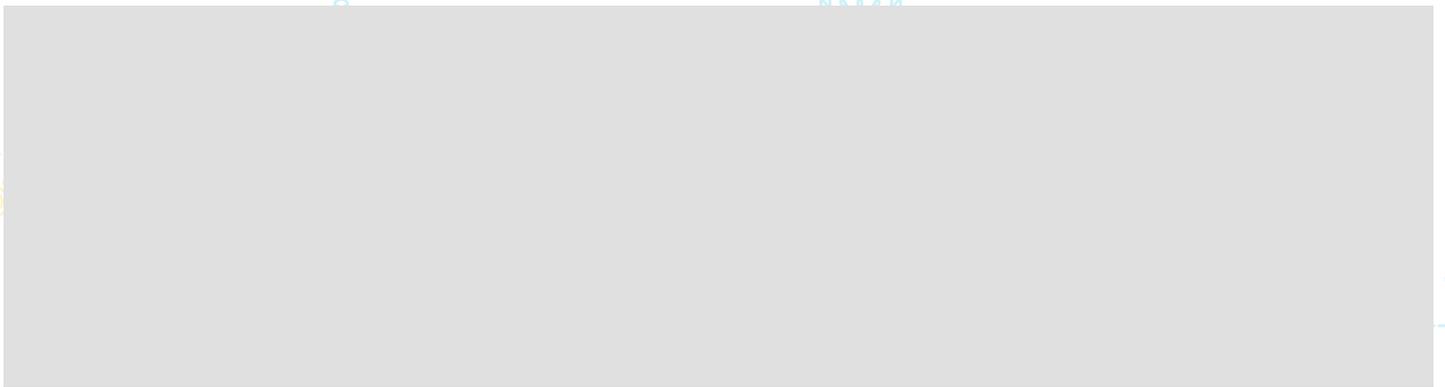
4. What's your budget looking like?



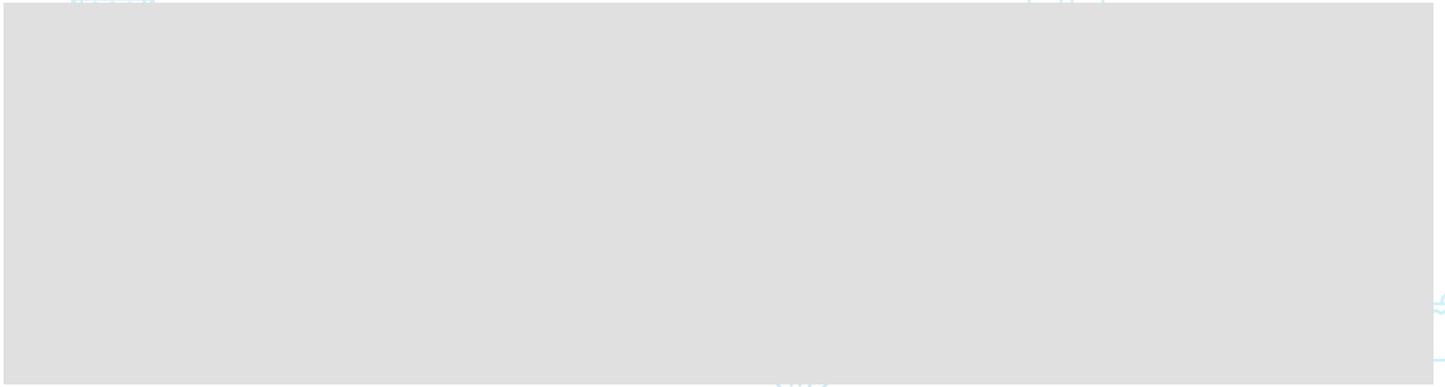
5. Figure out where the event will be (*online or in-person*) and pick a date or a few dates.



6. What's your plan for getting the word out? Don't forget to involve the relationship managers (*don't just rely on emails.*) Start promoting early and keep it going.



7. What does the day of the event look like? (Who's in charge of setup, keeping the online crowd engaged, etc.)



## ***A few things to think about:***

- Connect with vendors
- Put together a cool merch package so people remember the event (*think of Andrews.*)
- Get food and drinks that fit the theme, or use an online service (*like EatNgage or Hoppier.*)
- Think about fun extras people might enjoy? Maybe a photo booth, a DJ, online contests, and definitely some giveaways.
- Plan a good follow-up ahead of time. Maybe send out a survey, a themed gift to thank attendees, or a “We missed you” note with links to valuable content from the event.
- Review your original goals and figure out the cost per person after everything is done, and look for revenue per attendee in the following period.