

The Event Marketer's Checklist for Every Digital Touchpoint

Email Comms

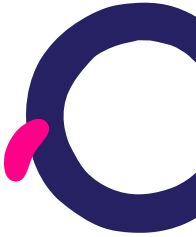
- Save the Date (No RSVP Action)
- Invitation (RSVP Action)
- Confirmation Email
- Choose Your Sessions Email
- Confirm Attendance Email
- Pre-Event Sales/Customer Success Email (connecting at event, scheduling a meeting, etc.)
- Event Announcement Emails (Tickets on Sale Now, Last Call for Early Bird Tickets, New Speakers, Venue Change, Product Buzz, etc.)
- Last-Minute Push Email
- Reminder Email
- Thanks for Coming Email
- No Show/Sorry We Missed You Email
- Sales/Customer Success Follow Up Email
- Future Events Email

Event Page Assets

- Event Page
- Custom Form
- On-Page Confirmation
- Event Card

Post-Event Stage

- Thank You for Coming Messaging
- Photo Gallery
- Social Recap
- Recorded Sessions (Video, Audio)
- Presentation Content (Slides)
- CTA to Join Email Distribution Lists



Surveys

- Repeat Attendee Event Surveys (collect content and speakers recommendations sent to those who attended the previous year)
- Attendee Post-Event Surveys
- Sponsor Post-Event Surveys
- Speaker Post-Event Surveys

Supplemental Content

- Blog Posts (featuring speakers and sponsors - released pre- and post-event)
- Webinar (to build excitement around the event's focus/theme)
- Event Promo/Teaser Videos (featuring b-roll from previous event)
- Event Recap Video/Snippets/Live Interviews

Social Promotions

- Social Sharing Buttons (on event page)
- Instagram Stories
- Organic/Paid Instagram Posts
- Organic/Paid Twitter posts
- Organic/Paid LinkedIn Posts
- Organic/Paid Facebook Posts
- Snapchat Stories
- Quora/Reddit/Slack Community Engagement
- Event Promo/Teaser Videos on YouTube
- Pre-Event Speaker Highlight/Livestream Videos on YouTube
- Social Contests
- Host a Twitter Chat or Ask Me Anything Session (featuring speakers)
- Social Templates (for speakers and internal team to share)



On-Site Experience

- Digital Check-In App/Experience
- Badge Printing
- Attendee App (Session Schedule, Chat, Live Feedback)
- Social Media Displays (consider having an event hashtag)
- Live Polls
- In-Person Networking
- Interactive Kiosks/Experiences (ex: digital photobooths)

Bonus Tips:

- Personalize where possible (i.e. in your Invitations or Confirm Attendance Emails)
- Always include a CTA like: Register Now, Sign-Up for News, Purchase Here
- Add attendees to post-event email nurture campaigns
- Leverage Slack (for real-time event updates to your team)
- Integrate with marketing automation tools for easy follow-up

