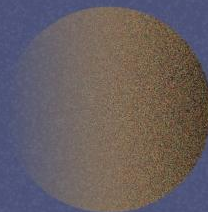




Events Playbook



Types of Events

- Large Scale/Corp. Conferences / Industry Events
- Experiential Events
- Client / Partner Dinner Events
- Live / Recorded Webinars
- Talent Focused Events



Event Life Cycle



- Define Objectives
- Set Budget
- Identify Target Audience
- Create a Timeline

- Develop a Marketing Strategy
- Leverage Influencers and Partners
- Create Compelling Content
- Use Event Listings and Platforms

- Venue Preparation
- Technical Setup
- On-Site Branding
- Logistics and Supplies

- Registration and Check-In
- Engage Attendees
- Monitor and Adjust
- Content Delivery

- Gather Data
- Analyze Performance
- Report Findings
- Feedback Loop

- Follow-Up Communications
- Content Repurposing
- Lead Nurturing
- Build Community



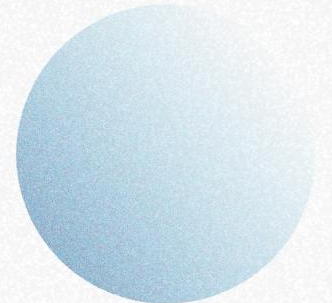
Where to Start

- Identify/select the events sponsorship options based on business priorities
- Gain budget approvals and initiate the contracting process
- Fill out request/requirements brief (document that needs to be created)
- Start the execution process

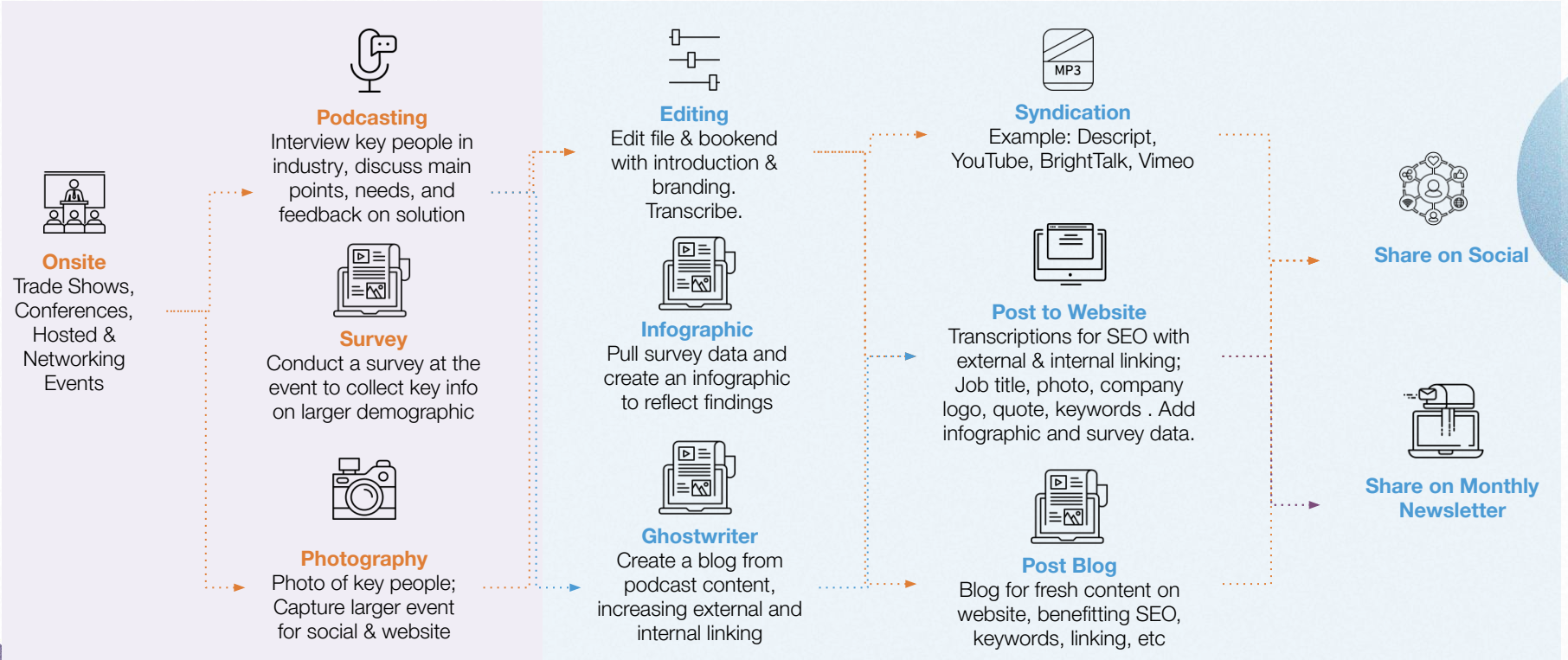


Planning Ahead

- Live events need to be scheduled at least 8 weeks in advance.
- Webinars or online events can be scheduled 4 weeks in advance.
- Multi-segment conferences or events with >100 attendees need to be scheduled 3 – 6 months in advance as they require more detail



End-to-End Execution





Thank you!

For inquiries or questions, please email
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