

# EVENT DESIGN CHECKLIST

COMPANY NAME:

EVENT NAME:

ONLINE PLATFORM OR LIVE VENUE:

DATES COVERED:

PLANNERS/SPONSORS:

# Virtual Event Design Checklists

## Evaluating Your Event Overview Questions

Click on your response below to find resources to help plan your event

- Is this a large event (250 Attendees or more)? [Yes](#) / [No](#)
- Are you selling tickets? [Yes](#) / [No](#)
- Will you be using an existing landing page website or creating a new one? [Existing](#) / [New](#)
- Is this a One day or Multi-day event? [One](#) / [Multi](#)
- If this is a Hybrid event (including some in-person aspects) do you need to bring in catering? [Yes](#) / [No](#)
- Will you be selling your products at the event? [Yes](#) / [No](#)

## Setting Goals for Your Event

Examples of goals - "Our clients will understand how to use our new products by the end of this webinar as measured by surveys feedback and decreased calls to our help desk".

**Primary  
Goal:**

- \_\_\_\_\_

**Additional  
Goal:**

- \_\_\_\_\_

**Additional  
Goal:**

- \_\_\_\_\_



# Event Design Checklists

## Pre-Event Reminders

Reminders	Included in my plan now	Needs to be included on plan
<p><b>Launch logistics:</b> <i>(Assign tasks for each stage of the process)</i></p> <ul style="list-style-type: none"> <li>• Date and time: _____</li> <li>• Attendee List: _____</li> <li>• Roles: <i>(who will do what?)</i> _____</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>
<p><b>Marketing/advertising:</b></p> <ul style="list-style-type: none"> <li>• How? _____</li> <li>• Where/Platform? _____</li> <li>• When? _____</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>
<p><b>Registration:</b></p> <ul style="list-style-type: none"> <li>• Hosted ticket selling? _____</li> <li>• Directly on existing website? _____</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>
<p><b>Content distribution</b></p> <ul style="list-style-type: none"> <li>• Format? _____</li> <li>• Delivery Mechanism? _____</li> </ul>	<input type="checkbox"/>	<input type="checkbox"/>

## Connection Goals!

Use the following space to indicate how you would like participants to engage with your team/company during the event

<p>1.</p> <p>2.</p> <p>3.</p>	
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# Event Design Checklists

## Day of Preparation

#	Task	Completed?
1	Reminder message to all participants	<input type="checkbox"/>
2	Load content on to the virtual platform	<input type="checkbox"/>
3	Log in 30-40 minutes prior to start time for test	<input type="checkbox"/>
4	Turn on event recording and ensure that attendees know they are being recorded	<input type="checkbox"/>
5	Greet and break the ice with participants with an interesting story or fact to begin	<input type="checkbox"/>
6	Capture participant attendance	<input type="checkbox"/>
7	Have someone on your team prepared to assist as needed with technical challenges	<input type="checkbox"/>

## Before participants Leave

#	Task	Completed?
1	Ask if participants have follow-up questions	<input type="checkbox"/>
2	Recap Objectives and Key Takeaways	<input type="checkbox"/>
3	Provide feedback/evaluation process	<input type="checkbox"/>
4	Share next steps (Here is where you call out any activities you want participants to undertake related to your goals)	<input type="checkbox"/>
5	Give a heartfelt thanks to close	<input type="checkbox"/>
6	Ensure you turn off any recording	<input type="checkbox"/>

