

Kate Wilson

EVENTS AND MARKETING

Event planning checklist

Event Name	
Date and timings	
Location	
Format	

1. What is the purpose of our event?
2. What do our attendees want?
3. Why will attendees love our event?
4. How are we different to other events and what makes our event special?

Who is our target customer?	
How will we reach our target customer?	
How will we measure success?	
What are our biggest costs?	
What are our revenue streams?	

If you need help planning and delivering a successful event or virtual event, please get in touch kate@kweventsandmarketing.com, Kate x