

STRATEGICALLY PLAN YOUR NEXT EVENT - IN 20 MINUTES OR LESS



I can't express enough how powerful strategic planning is when hosting an event. This powerful guide is going to eliminate the guesswork out of planning your next event. Once you have answered the 10 short questions below you will have in your hands a COMPLETE strategy ready to execute!

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SCHEDULE YOUR FREE 20 MINUTE EVENT STRATEGY CALL

Need help filling out your strategic event plan? Let's go through it together! Schedule your call and get a FREE event strategy session.

WHAT

What's your event's name?

Include a descriptive word as to the purpose of the event (i.e. sales, training, product launch, all hands on deck). Also include what type of event it will be: virtual, in-person, hybrid.

WHEN

What are the date(s) of your event?

If your event is virtual and/or hybrid, make sure you include what time zone your event is taking place: EST, CST, MST, PST. Make sure when deciding on the time for your event you are giving consideration to the attendees that are coming from different time zones.

WHY

What's the purpose of your event?

The "Why" of your event is the purpose of the event. It's important that the "why" is understood by the team that will be planning and executing your event. It will help you stay focused and identify your measurable event goals.

What are your attendees' needs?

Your attendees want...

"If you want to create messages that resonate with your audience, you need to know what they care about."

- Nate Elliot

Before you start identifying what your attendees need, review your "why". Are the attendees' needs compatible with your event "why"? If you have held this event before review your debrief notes and attendee surveys. They are a wealth of knowledge!

Example: "Our attendees are looking for networking opportunities, coaching, education, interactive participation."

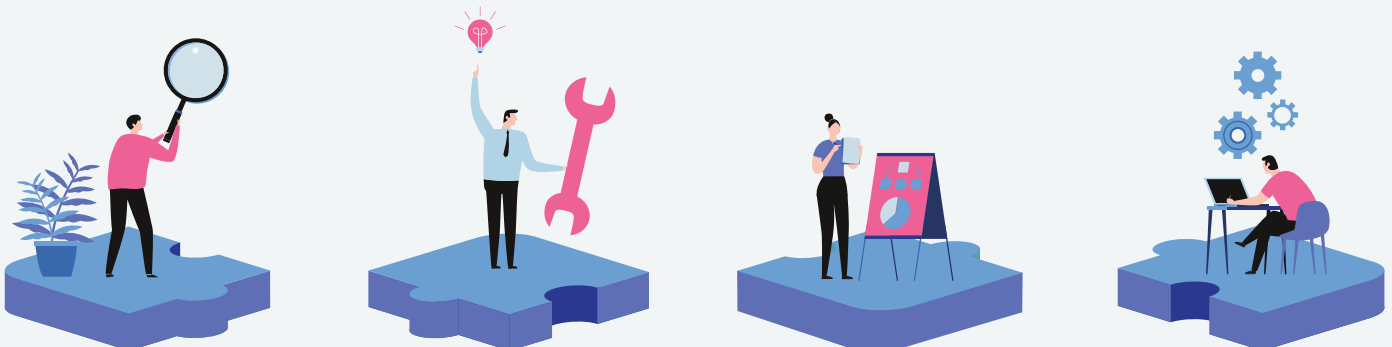
What solutions can your event provide?

Your attendees will love your event because...

Whether your event is virtual or in-person, think outside the box. Attendee engagement is critical. If your event is virtual you are not restricted to space and time.

Example: "Our attendees will love our event because we have interactive think tank sessions, personal development coaching, sponsor 1:1 meetings, speed networking, awards, etc..."

Does it match your "why"?



What's your competitive advantage?

No other events have...

"If you don't have a competitive advantage, don't compete."

- Jack Welch

There are so many events for attendees to choose from. What does your event have that no other events have?

Example: "No other events have the opportunity for attendees to connect with officers from Fortune 100 companies, presenters with expertise and experience relevant to our attendees that will offer attendee meetings. My event provides exclusive offers, etc.."

How does this compare to your "why"?



What's your unique value proposition?

We're different because...

Value is in the eye of the beholder. How can you bring more value than the attendees expect? What's your differentiator that will create "FOMO", the fear of missing out?

Example: "Our event is just one aspect of our community that brings together a cross-section of businesses, across markets and industries that will have the ability to collaborate with each other throughout the year."

Are you building on your "why"?

Audience

Our dream attendee is...

Now that you have your why, advantage, and value proposition let's take a look at the type of attendees that you need to be at your event to create the synergy and the magic.

Example: "My dream attendees are alumni, sponsors, etc.."

Channels

We'll reach our attendees by...

How do you plan to reach your attendees and invite them to your virtual event? Whether it's advertising on social media or an email campaign to a list of past attendees, it's important you have an idea of which channels you plan to use to market your upcoming virtual or hybrid event.

Example: "We'll reach our attendees by digital invitation, social media, word of mouth, etc.."

Key Metrics

Top 3 measurable goals we want to accomplish:



Measurable Goal #1 _____

Measurable Goal #2 _____

Measurable Goal #3 _____

Industry tip: Ask yourself, how are these goals going to be measured? What are your KPI's?

Example: Our event's key performance indicators are going to be program sales, future workshop sign-ups, and quantified event engagement.



Costs

Our major costs will be...

Determine the major costs your event is going to incur. Do the expectations you have set for your event match the budget you have in place?

Example: Our major costs will be our virtual technical production, marketing, and guest speakers.

Revenue

What are our revenue streams...

How does your virtual or hybrid event generate revenue?

Example: Our revenue-generating opportunities are our coaching programs, ticket sales, etc..

**You now have a complete strategy to execute a successful event or meeting.
What's the next step?**

Execution!

**You now have all of the pieces you need to plan your next event.
Now that you know what it takes, let's take the guesswork out of executing.**

**Schedule your FREE 20 minute discovery call and with our proven system,
let us help you run a successful live virtual event!**

