

Event Marketing Checklist

Strategic Setup Phase				
Task	Done?	Assignee	Due Date	Notes
8–10 Weeks Before the Event: Build the Foundation				
Set clear event marketing goals, such as registrations, attendance, or brand exposure.	<input type="checkbox"/>			
Identify and segment your target audience based on behavior and relevance.	<input type="checkbox"/>			
Develop the core event message and promotional theme.	<input type="checkbox"/>			
Finalize the event name, tagline, and tone of voice for communications.	<input type="checkbox"/>			
Create the visual identity, including the logo, banners, and social media graphics.	<input type="checkbox"/>			
Write content for the event landing page with clear value and a call to action.	<input type="checkbox"/>			
Build the registration or ticketing page and connect it to tracking tools.	<input type="checkbox"/>			
Set up analytics systems such as Google Analytics and UTM tracking.	<input type="checkbox"/>			
Create or update an email list specific to the event audience.	<input type="checkbox"/>			
Secure a unique and relevant event hashtag across all social platforms.	<input type="checkbox"/>			
Plan the marketing timeline and assign roles to your internal team.	<input type="checkbox"/>			

Choose primary marketing channels based on your audience and goals.	<input type="checkbox"/>			
Draft first versions of email campaigns, ads, and social media posts.	<input type="checkbox"/>			
Organize a shared folder with marketing assets like images, speaker bios, and logos.	<input type="checkbox"/>			
Align with internal stakeholders on messaging, approvals, and access needs.	<input type="checkbox"/>			
6–8 Weeks Before the Event: Launch & Announce				
Publish the event landing or registration page and test all links.	<input type="checkbox"/>			
Announce the event across your website and primary social media platforms.	<input type="checkbox"/>			
Send the first email campaign to your segmented event list.	<input type="checkbox"/>			
Post a save-the-date or teaser post to all social channels.	<input type="checkbox"/>			
Submit the event to online calendars and industry directories.	<input type="checkbox"/>			
Create and publish a Facebook event with full details.	<input type="checkbox"/>			
Upload an event cover image and pin it to your social media profiles.	<input type="checkbox"/>			
Launch internal communication for staff and affiliates to help promote.	<input type="checkbox"/>			
Send event materials and copies to sponsors or partners for coordinated outreach.	<input type="checkbox"/>			

Schedule organic social media posts through your content calendar.	<input type="checkbox"/>			
Publish a blog post or article to introduce the event and its benefits.	<input type="checkbox"/>			
Add social share buttons to your event page to encourage referrals.	<input type="checkbox"/>			
Include a banner or link in your team's email signatures.	<input type="checkbox"/>			
Activate lead capture tools on your site or landing page if applicable.	<input type="checkbox"/>			
Begin tracking RSVPs or ticket sales.	<input type="checkbox"/>			
Monitor metrics from early email and social campaigns.	<input type="checkbox"/>			
Use early feedback or reactions to refine key messages or content.	<input type="checkbox"/>			
Start planning and booking paid ad placements if they're part of your strategy.	<input type="checkbox"/>			
4–6 Weeks Before the Event: Drive Engagement				
Launch your second email campaign with event highlights or incentives.	<input type="checkbox"/>			
Post speaker, performer, or featured guest spotlights on social media.	<input type="checkbox"/>			
Share behind-the-scenes content to humanize the event and build hype.	<input type="checkbox"/>			
Promote early bird pricing deadlines if applicable.	<input type="checkbox"/>			
Start an engagement-based contest or giveaway tied to event awareness.	<input type="checkbox"/>			

Launch paid ad campaigns across selected platforms.	<input type="checkbox"/>			
Collaborate with partners and ask them to share co-branded posts.	<input type="checkbox"/>			
Use countdown posts or story graphics to build anticipation.	<input type="checkbox"/>			
Reshare positive attendee comments, quotes, or early signups.	<input type="checkbox"/>			
Share testimonials or photos from past events to build credibility.	<input type="checkbox"/>			
Publish a short video teaser or highlight reel.	<input type="checkbox"/>			
Send personalized reminder emails to partially registered users.	<input type="checkbox"/>			
Monitor ad and post performance to refine targeting or creative.	<input type="checkbox"/>			
Encourage team members to comment on or reshare posts from the brand account.	<input type="checkbox"/>			
Create and schedule FAQ-style posts to address common attendee questions.	<input type="checkbox"/>			
Use hashtags consistently and monitor related engagement.	<input type="checkbox"/>			
Highlight any sponsors or key partners in public posts to increase reach.	<input type="checkbox"/>			
Test paid creative variations to find top-performing formats.	<input type="checkbox"/>			
Make sure all platforms link directly to your registration or RSVP page.	<input type="checkbox"/>			
Rehearse speaker handoffs, content transitions, and screen switching.	<input type="checkbox"/>			

Final 3 Weeks Before the Event: Maximize Reach & Convert

Send a final email series with countdown messaging and last-chance CTAs.	<input type="checkbox"/>			
Highlight limited availability or ticket inventory in all promotional content.	<input type="checkbox"/>			
Launch retargeting campaigns for abandoned visitors or partial registrants.	<input type="checkbox"/>			
Use high-frequency posting on social media with stronger urgency.	<input type="checkbox"/>			
Post clear reminders about registration cutoffs, pricing deadlines, or capacity limits.	<input type="checkbox"/>			
Share attendee testimonials or speaker quotes with strong calls to action.	<input type="checkbox"/>			
Publish short-form video clips with emotional or high-energy appeal.	<input type="checkbox"/>			
Run time-limited offers or bonus perks to drive signups.	<input type="checkbox"/>			
Reshare partner and sponsor posts with countdown framing.	<input type="checkbox"/>			
Encourage speakers, performers, and hosts to post personal invites.	<input type="checkbox"/>			
Activate paid boosts on top-performing organic posts.	<input type="checkbox"/>			
Use Instagram and Facebook Stories for daily updates and promos.	<input type="checkbox"/>			
Create shareable stories or reels featuring behind-the-scenes prep.	<input type="checkbox"/>			
Tag pre-registered attendees in thank-you or welcome posts.	<input type="checkbox"/>			
Reach out to the press, bloggers, or influencers for late-cycle features.	<input type="checkbox"/>			

Add a pop-up or banner to your website promoting the final registration window.	<input type="checkbox"/>			
Monitor all campaign metrics daily and optimize spend or messaging as needed.	<input type="checkbox"/>			
Reply promptly to social comments and inbox inquiries to reduce hesitation.	<input type="checkbox"/>			
Event Day: Activate Live & Onsite Buzz				
Share real-time updates using Instagram Stories, Facebook, and Twitter.	<input type="checkbox"/>			
Use your event hashtag consistently in all posts and visuals.	<input type="checkbox"/>			
Tag speakers, sponsors, and participants in live content.	<input type="checkbox"/>			
Repost attendee content that includes your event hashtag or mentions.	<input type="checkbox"/>			
Capture high-quality images, video clips, and crowd shots for post-event use.	<input type="checkbox"/>			
Post short live videos or behind-the-scenes reels to show energy and authenticity.	<input type="checkbox"/>			
Run live polls, emoji sliders, or Q&A features to boost interaction.	<input type="checkbox"/>			
Encourage attendees to post using the hashtag and tag your account.	<input type="checkbox"/>			
Use your event's location tag on Instagram and Facebook Stories.	<input type="checkbox"/>			
Share speaker quotes or memorable moments in real-time graphics.	<input type="checkbox"/>			

Create a live “Thank You to Sponsors” post during peak attendance.	<input type="checkbox"/>			
Monitor comment sections and DMs to engage quickly and publicly.	<input type="checkbox"/>			
Highlight trending attendee posts in your official stories.	<input type="checkbox"/>			
Save active stories to highlight folders for extended visibility.	<input type="checkbox"/>			
Monitor the story and post performance to see what’s resonating in real time.	<input type="checkbox"/>			
Event Day: Activate Live & Onsite Buzz				
Post a public thank-you message across all active platforms.	<input type="checkbox"/>			
Send a follow-up email to attendees with a thank-you and recap highlights.	<input type="checkbox"/>			
Share a curated photo album or video reel from the event.	<input type="checkbox"/>			
Publish a recap post or blog article summarizing key moments.	<input type="checkbox"/>			
Tag attendees, speakers, and sponsors in post-event content.	<input type="checkbox"/>			
Share notable social posts from attendees using your hashtag.	<input type="checkbox"/>			
Create short-form video clips for continued social engagement.	<input type="checkbox"/>			
Add new leads to your email marketing list for nurturing.	<input type="checkbox"/>			
Launch a feedback survey to gather insights and testimonials.	<input type="checkbox"/>			

Highlight top-performing posts or content in a "best of" series.	<input type="checkbox"/>			
Archive all social media highlights into folders or pinned posts.	<input type="checkbox"/>			
Share positive attendee quotes or screenshots as social proof.	<input type="checkbox"/>			
Offer a next step, such as future events, a discount, or a content download.	<input type="checkbox"/>			
Analyze email, social, and registration data to evaluate campaign results.	<input type="checkbox"/>			
Meet with the team to review metrics and key learnings.	<input type="checkbox"/>			
Document successful tactics for future marketing playbooks.	<input type="checkbox"/>			