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Essential Criteria For Marketing Events

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- ☐ **Define Clear Objectives:** Clearly outline the goals and objectives you want to achieve with the marketing event. This will help you measure the event's success.
- ☐ **Target Audience:** Identify and understand your target audience for the event. Tailor your messaging and strategies accordingly.
- ☐ **Budget Planning:** Establish a detailed budget for the event, including expenses for advertising, promotions, venue, and materials.
- ☐ **Event Logistics:** Ensure all logistics are in place, such as booking the venue, arranging for equipment, catering, and any necessary permits.
- ☐ **Promotional Materials:** Design and produce all necessary promotional materials, including banners, flyers, brochures, and giveaways.
- ☐ **Digital Marketing:** Develop an online marketing plan, including social media promotion, email marketing, and online advertising, to create buzz and drive attendance.



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- ☐ **Speaker/Presenter Preparation:** If your event includes speakers or presenters, ensure they are well-prepared with their content and any necessary AV equipment.
- ☐ **Registration and Ticketing:** Set up a user-friendly registration and ticketing system to track attendees and collect important data.
- ☐ **Testing and Rehearsals:** Conduct thorough testing of AV equipment, presentations, and any interactive elements. Rehearse presentations and speeches.
- ☐ **Event Logistics:** Ensure all logistics are in place, such as booking the venue, arranging for equipment, catering, and any necessary permits.
- ☐ **Post-Event Follow-Up:** Plan for post-event activities, such as sending thank-you emails, collecting feedback, and measuring the event's success against your objectives.
- ☐ **Emergency Plan:** Have a contingency plan in case of unforeseen circumstances, like technical issues, weather disruptions, or other emergencies.



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- ☐ Legal and Compliance: Ensure that all marketing materials and activities comply with relevant laws and regulations, including privacy and data protection.
- ☐ Sponsorships and Partnerships: If applicable, coordinate with sponsors or partners, ensuring that their expectations and commitments are met.
- ☐ Feedback and Evaluation: Establish a system to gather feedback from attendees and evaluate the event's overall performance. Use this data to improve future events.
- ☐ Timeline and Task Assignments: Create a detailed timeline leading up to the event, and assign responsibilities to team members to ensure everything runs smoothly.
- ☐ Metrics and Key Performance Indicators (KPIs): Determine the KPIs you'll use to measure the event's success. This might include metrics like attendance numbers, leads generated, or social media engagement.
- ☐ Communication Plan: Develop a communication plan to keep attendees informed about event details, updates, and any changes leading up to the event



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- ☐ **Designated Spokesperson:** Designate a spokesperson who can handle media inquiries or address any issues that may arise during the event.
- ☐ **Accessibility:** Ensure that the event is accessible to individuals with disabilities, including providing necessary accommodations.
- ☐ **Post-Event Analysis:** After the event, analyze the results and gather insights to inform your future marketing strategies and event planning.

Remember that thorough planning and preparation are key to the success of any marketing event. Adapt this checklist to your specific event's needs and goals.



Thank You!

I hope you found this checklist helpful for planning your next marketing event. I'd love to hear about it! Come tell me your brand name via the contact details below.

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