Event Marketing Checklist

To help you prepare for your next event, we've compiled the following checklist.

- If your hosting an event, you'll want to start marketing at least six months prior to the event.
  Begin with page one of this checklist with "Pre-event Marketing Items"

- If you're exhibiting, start thinking about what youll need at least four months ahead--this will allow you more time for advertising and letting your audience know where to find you onsite.
  Some of the items on page one under "Pre-event Marketing Items" may apply to you.

- Attendees, you'll want to be prepared as well. Start thinking about what you need to bring at least two months out. You'll mostly be focused on Onsite Marketing Materials on page two, but you may also want to start early with Marketing and Promotional Materials and Digital Graphics or Ads here on page one.

For design or print help with any of these items, contact us at laura@laurasdesignstudio.com.

√	PRE-EVENT MARKETING ITEMS	DETAILS	ESTIMATED PRODUCTION TIME
	Outline a Marketing and Communication Plan	Event Hosts - This is how you'll get the word out and market your event to potential attendees. Include things like social media, direct mail, email, advertisements, press release, marketing materials, etc.	A few biz days
	Create Event Logo and Branding	Event Hosts - This will allow you to create brand awareness for your event.	2 to 3 weeks
	Create Event Website	Event Hosts - Your website will be where people go for details about your event and to purchase tickets if necessary.	6 to 8 weeks, depending on size of site
	Develop Marketing and Promotional Materials	Event Hosts - These are materials included in your marketing plan that will help promote your event. These will include things like flyers, posters, graphics, postcards, etc. Attendees/Exhibitors will also want to create marketing materials to bring to the event to promote their products and services.	4 to 6 weeks
	Set Up Social Media Page(s) and Events	Event Hosts - These will be part of your marketing plan and in addition to your website you will reply on these to get the message out about your event, engage with attendees, and share event information. These will usually drive traffic to the event website.	A few biz days
	Social Media Graphics	Event Hosts - These will be the graphics with the event branding and logo to increase brand recognition and awareness when sharing info about the event.	1 week
	Digital or Print Ad Graphics	Event Hosts - If you're running social media, web, or printed ads, you'll need to design these ads to reach potential attendees and get them excited about your event. Attendees/Exhibitors - you may also want to run ads in the event directory or online to show your audience that you'll be attending and why they should come see you (Tip: Include your booth number if you have it. You may even want to have a drawing or contest to encourage traffic to your booth.)	1 week

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Event hosts, once your marketing and communications plan is in progress and the items from page one are complete, you'll want to start focusing on your onsite marketing needs. Follow the checklist below.

Exhibitors and attendees, you'll also need to start preparing your onsite marketing materials per the list below. Be sure to contact your designer and other vendors far enough in advance to avoid rush production charges and shipping fees.

For design or print help with any of these items, contact us at laura@laurasdesignstudio.com.

√	ONSITE EVENT MARKETING ITEMS	DETAILS	ESTIMATED PRODUCTION TIME
	Promotional Items	Event Hosts - You'll may want to have a range of items with the event branding on them. Bags, shirts, pens and notepads are a few examples. Exhibitors will also want to have some items at their booth to hand out to visitors and attendees may even want to have a few smaller items, like pens, on hand to give to people they connect with. (Tip: The imprint areas on smaller promotional items can be tricky. Work with a designer to get your artwork set up according to the specification of the item.)	1 week for design and 2 to 4 weeks for production
	Table Throw	If you will have a table set up at any type of event, a table through or runner is a great way to easily brand your space and look professional. (Tip: If you don't know the table size, a runner is a great option. Just be sure to use a neutral color that works with any table cloth.)	1 week for design and 2 to 4 weeks for production
	Tent for Outdoor Events	Not only do tents provide shade if your outdoors, they also provide a great branding opportunity. Attendees will be able to see your location more easily in a crowd.	1 week for design and 2 to 4 weeks for production
	Booth Display/Backdrop	Exhibitors need eye-catching graphics at their booths to draw attention and drive traffic. There are many sizes and styles to choose from, but due to the large size, it's important that you make sure the graphic files are set up properly. Rely on a professional designer for this.	1 to 2 weeks for design and 2 to 4 weeks for production
	Table Top Displays	In addition to booth graphics, smaller table top signage is also helpful in showcasing products or informing event attendees.	1 to 2 weeks for design and 1 to 2 weeks for production
	Signage	Event Hosts always need onsite directional and informational signage to make it easy for attendees to find their way. Sponsors and exhibitors may also require special signage.	1 to 2 weeks for design and 1 to 2 weeks for production
	Shirts and/or Nametags	When attending an event, you're representing your brand. Show this through coordinated shirts with logos or, at the very minimum, have your team wear nametags with logos.	1 to 2 weeks for design and 1 to 2 weeks for production
	Business Cards	Always have plenty of current business cards on hand no matter what your role is at an event.	1 to 2 weeks for design and 1 to 2 weeks for production

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