Front matter: Marketing Timeline

Why It's Important

Good events still need people to know about them. This marketing timeline breaks promotion into phases, from the first save-the-date to the post-event thank-you, so a small team can build awareness steadily instead of scrambling at the end. It covers social media, email, partnerships, and the event website, with a master checklist you can print. Use the parts that fit your event and your capacity. A local community event does not need every tactic here, and a short, consistent effort often beats an ambitious plan no one has time to run.

How to Use

1. Fill in the event details at the top: name, date, registration link, hashtag, and marketing lead.
2. If your event is small or less than three months out, use the Lite Plan near the top instead of the full phased plan.
3. Choose the channels you can actually keep up, including local ones like community boards, local radio, the newspaper, posters in shops, and community Facebook groups.
4. Assign an owner and a due date to each task you keep.
5. Treat the paid advertising sections as optional if they exceed your capacity.
6. After the event, send the thank-you messages and note what worked for next time.

What You Need

- A confirmed event date and a place for people to register or learn more.
- A marketing lead and, ideally, one or two helpers.
- Access to your social accounts, email tool, and website.
- A simple set of graphics or photos, even basic ones.
- A realistic sense of the time your team can give each week.

Event Ready Marketing Timeline Template

[Event Name]: Marketing Timeline Template

Event Date: [Event Date]

Event Type: [Conference / Festival / Workshop / Fundraiser / Sporting Event / Community Event / Corporate Event]

Registration Link: [Registration Link]

Primary Hashtag: [#EventName]

Marketing Lead: [Name]

Budget: [$ Amount]

How to Use This Template

Copy this document into Google Docs, Notion, Microsoft Word, or Canva. Replace all bracketed placeholders with your event details. Work through each phase in order. Check off items as you complete them. If your event timeline is shorter than six months, compress the early phases and start at the stage that matches your current lead time.

Before You Start: Notes for Small and Rural Teams

Local and offline channels (Creston Valley). This template leans digital, but in the Creston Valley some of the best reach comes from offline channels, especially for a 50+ audience. Alongside social media and email, plan for community notice boards, local radio, the local newspaper, posters in shops and community hubs, and community Facebook groups. Treat these as core channels, not extras.

Paid advertising is optional. The Paid Advertising sections below assume an ad budget, retargeting pixels, and multi-platform campaigns. A small volunteer team can run a successful

event with organic and local channels alone. Skip the paid sections if they exceed your capacity. You are not behind for leaving them out.

Keep communications accessible. Add alt text to images, captions to video, and write in plain language so everyone can follow. These steps tie directly to the Accessibility Checklist in this toolkit.

Lite Plan (one page, for small or short-lead events)

If you have a small team or less than three months, work this short version instead of the full phased plan:

- **Now:** Confirm date, location, and a one-line reason to attend. Set up or refresh one social page. Post a save-the-date. Put up posters and notices in town.
- **Weekly:** Post once or twice on social, share to community Facebook groups, and send a short email update to your list.
- **One month out:** Send details to local radio and the newspaper. Ask partners and sponsors to share one post each. Confirm registration or ticket info is easy to find.
- **Two weeks out:** Increase posting, add "final days" messaging, and send a reminder email.
- **Event week:** Post daily, share practical details (parking, timing, what to bring), and line up someone to take photos.
- **After:** Post a thank-you and a few photos within a couple of days, and send a thank-you email with a short feedback survey.

Phase 1: 6+ Months Before Event

Marketing Objectives

- Define what success looks like: target attendance, revenue, donations, or awareness goals
- Establish brand identity and core messaging for the event
- Build the digital foundation that all future promotion will point to

Key Tasks

☐	Task	Owner	Due Date
☐	Set SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound)	[Name]	[Date]
☐	Define 2–3 audience personas (who they are, where they spend time, what motivates them)	[Name]	[Date]
☐	Craft a one-sentence Event Value Proposition	[Name]	[Date]
☐	Confirm event format (in-person, virtual, hybrid)	[Name]	[Date]
☐	Secure venue, speakers, sponsors, and partners	[Name]	[Date]
☐	Assign marketing roles and responsibilities	[Name]	[Date]

Recommended Content to Create

- Event logo, brand colours, and font selection
- Brand style guide (one page: colours, fonts, logo usage, tone of voice)
- Save-the-date graphic for social media and email
- Speaker confirmation graphics (as speakers are confirmed)

Social Media Activities

- ☐ Create or refresh event social media accounts/pages

- ☐ Post first "save the date" announcement with [Event Date]
- ☐ Share behind-the-scenes planning content (venue selection, speaker outreach)
- ☐ Establish [#EventName] hashtag and use it consistently

Email Marketing Actions

- ☐ Build or segment your email list (past attendees, prospects, partners)
- ☐ Send a save-the-date email to past attendees and warm contacts
- ☐ Set up email automation platform (Mailchimp, Constant Contact, etc.)

Paid Advertising

- ☐ Allocate paid advertising budget across channels
- ☐ Research target audience demographics for ad platform selection
- ☐ Not yet launching ads. Focus on organic foundation first

Partnership and Sponsor Promotion

- ☐ Confirm sponsor and partner agreements
- ☐ Provide sponsors with a promotional toolkit (logos, sample social copy, key dates)
- ☐ Agree on cross-promotion commitments and timelines

Website Updates

- ☐ Launch event landing page with date, location, value proposition, and email signup form
- ☐ Add registration button (even if registration is not yet open, collect email addresses)
- ☐ Ensure mobile optimization
- ☐ Set up Google Analytics or equivalent tracking

Phase 2: 3 Months Before Event

Marketing Objectives

- Begin active promotion and build public awareness
- Open registration and capture early sign-ups
- Give people concrete reasons to attend

Key Tasks

☐	Task	Owner	Due Date
☐	Open registration / ticket sales	[Name]	[Date]
☐	Launch early-bird pricing with a clear deadline	[Name]	[Date]
☐	Publish full event agenda and speaker list	[Name]	[Date]
☐	Create a content calendar for the next 12 weeks	[Name]	[Date]
☐	Brief sponsors on their promotional commitments	[Name]	[Date]

Recommended Content to Create

- Speaker spotlight graphics (one per speaker)
- Agenda reveal graphic or video
- Early-bird promotional graphics
- Blog post or article announcing the event and what attendees will gain
- Short teaser video (30–60 seconds)

Social Media Activities

- ☐ Post 3–4 times per week across primary platforms
- ☐ Share speaker announcements one at a time to build anticipation
- ☐ Post agenda and session highlights
- ☐ Share early-bird deadline reminders
- ☐ Encourage speakers and partners to share event posts with their networks

Email Marketing Actions

- ☐ Send registration launch email to full list
- ☐ Send early-bird reminder email (segmented: past attendees vs. new prospects)
- ☐ Set up automated confirmation email for new registrants
- ☐ Begin a biweekly newsletter with event updates

Paid Advertising

- ☐ Launch awareness campaigns on [Facebook / Instagram / LinkedIn / Google Ads]
- ☐ Target based on audience personas and geographic location
- ☐ Set up retargeting pixel on registration page
- ☐ Monitor cost per click and adjust budget allocation weekly

Partnership and Sponsor Promotion

- ☐ Ask sponsors to post about the event on their channels
- ☐ Provide partners with ready-to-share graphics and email templates
- ☐ Coordinate timing so partner posts align with your promotional pushes

Website Updates

- ☐ Update landing page with full agenda, speaker bios, and pricing
- ☐ Add FAQ section
- ☐ Add sponsor logos and partner acknowledgements
- ☐ Test registration flow end to end

Phase 3: 2 Months Before Event

Marketing Objectives

- Convert awareness into registrations
- Maintain consistent visibility across channels
- Build social proof and momentum

Key Tasks

☐	Task	Owner	Due Date
☐	Close early-bird pricing and transition to standard pricing	[Name]	[Date]
☐	Publish speaker interviews or blog features	[Name]	[Date]
☐	Confirm and promote any VIP or exclusive experiences	[Name]	[Date]
☐	Review registration numbers and adjust strategy if behind target	[Name]	[Date]

Recommended Content to Create

- Speaker Q&A blog posts or short video clips
- Testimonial graphics from past attendees (if applicable)
- "Top 5 Reasons to Attend" graphic
- Short-form video content for social media (Reels, TikToks, Shorts)
- Printable or digital flyer for community distribution

Social Media Activities

- ☐ Increase posting frequency to 4–5 times per week
- ☐ Share behind-the-scenes content (preparation, venue setup, team planning)
- ☐ Post countdown graphics (e.g., "8 weeks to go!")
- ☐ Share attendee testimonials or past event highlights
- ☐ Run a poll or interactive question to boost engagement

Email Marketing Actions

- ☐ Send "early-bird closing" email with deadline urgency
- ☐ Send "standard pricing now live" email

- ☐ Send speaker feature email highlighting 2–3 key speakers
- ☐ Segment non-openers and send a re-engagement email with a new subject line

Paid Advertising

- ☐ Shift ad strategy from awareness to conversion
- ☐ Launch retargeting campaign targeting website visitors who did not register
- ☐ Test 2–3 ad creatives and identify top performers
- ☐ Increase budget on best-performing channels

Partnership and Sponsor Promotion

- ☐ Ask sponsors to share a "why we're sponsoring" post
- ☐ Coordinate a joint giveaway or contest with a partner
- ☐ Feature sponsors in email newsletter or social posts

Website Updates

- ☐ Add countdown timer to landing page
- ☐ Update pricing to reflect standard rates
- ☐ Add new speaker announcements as confirmed
- ☐ Highlight any new sessions or program additions

Phase 4: 1 Month Before Event

Marketing Objectives

- Create urgency and drive final wave of registrations
- Prepare registered attendees for a great experience
- Maximize sponsor and partner visibility

Key Tasks

☐	Task	Owner	Due Date
☐	Send logistical details to registered attendees	[Name]	[Date]
☐	Finalize day-of social media content and schedule posts	[Name]	[Date]
☐	Confirm all sponsor promotional deliverables are complete	[Name]	[Date]
☐	Prepare attendee welcome email sequence	[Name]	[Date]

Recommended Content to Create

- "One month to go" countdown graphic
- Speaker quote cards for social sharing
- Attendee preparation guide (what to bring, dress code, schedule overview)
- Short video from a speaker or organizer saying "see you there"
- Day-of social media graphic templates for live posting

Social Media Activities

- ☐ Post daily across primary platforms
- ☐ Share "limited spots remaining" messaging (if applicable)
- ☐ Post speaker spotlights daily or every other day
- ☐ Encourage registered attendees to post that they are attending
- ☐ Share practical info (parking, check-in times, what to expect)

Email Marketing Actions

- ☐ Send "one month to go" update with agenda highlights
- ☐ Send "last chance to register" email to non-registrants

- ☐ Send attendee logistics email (directions, parking, check-in, WiFi)
- ☐ Set up day-of reminder email (sent morning of event)

Paid Advertising

- ☐ Increase retargeting budget for final push
- ☐ Run "last chance" ad creative with urgency messaging
- ☐ Pause underperforming ads and concentrate spend on top converters
- ☐ Consider geo-targeted ads if the event is location-specific

Partnership and Sponsor Promotion

- ☐ Ask sponsors to post "we'll see you at [Event Name]" messages
- ☐ Provide sponsors with final graphics for their own promotion
- ☐ Confirm any on-site activation or booth details to promote

Website Updates

- ☐ Add "limited spots remaining" banner if applicable
- ☐ Update FAQ with last-minute questions (parking, accessibility, refunds)
- ☐ Post final agenda with room locations and times
- ☐ Ensure registration page is still functioning and mobile-friendly

Phase 5: 2 Weeks Before Event

Marketing Objectives

- Maximize urgency for last-minute registrants
- Ensure registered attendees feel prepared and excited
- Finalize all day-of logistics and content

Key Tasks

☐	Task	Owner	Due Date
☐	Send final registration reminder to non-registrants	[Name]	[Date]
☐	Confirm all scheduled social posts are loaded and ready	[Name]	[Date]
☐	Test all technology (event app, live stream, registration system)	[Name]	[Date]
☐	Print or prepare on-site materials (signage, name badges, programs)	[Name]	[Date]

Recommended Content to Create

- "Two weeks to go" countdown graphic
- "Final days to register" urgency graphic
- Attendee tip sheet (how to get the most out of the event)
- Day-of run-of-show for internal team
- Pre-written social posts for event day (scheduled in advance)

Social Media Activities

- ☐ Post daily with urgency messaging
- ☐ Share "countdown" posts (e.g., "Only 14 days until [Event Name]!")
- ☐ Repost any attendee-generated content about attending
- ☐ Share practical reminders (parking, arrival time, what to bring)
- ☐ Post a short video from the organizer or MC welcoming attendees

Email Marketing Actions

- ☐ Send "two weeks to go" email with final agenda and practical details
- ☐ Send "final call to register" email to non-registrants (segmented)

- ☐ Send "getting ready" email to registered attendees with preparation tips
- ☐ Confirm email automation for day-of reminders is scheduled

Paid Advertising

- ☐ Run final retargeting push with "last chance" creative
- ☐ Increase daily ad spend for final 14 days if budget allows
- ☐ Monitor registration conversion daily

Partnership and Sponsor Promotion

- ☐ Send sponsors a final reminder to promote the event
- ☐ Confirm sponsor logos and messaging are correct on all materials
- ☐ Share final attendee count projections with sponsors

Website Updates

- ☐ Add "final days to register" banner
- ☐ Confirm all event details are current and accurate
- ☐ Test registration page one final time on mobile and desktop
- ☐ Add live stream or virtual access details if applicable

Phase 6: 1 Week Before Event

Marketing Objectives

- Drive any remaining last-minute registrations
- Ensure attendees have everything they need
- Prepare for real-time event day coverage

Key Tasks

☐	Task	Owner	Due Date
☐	Send final attendee confirmation with all logistics	[Name]	[Date]
☐	Confirm day-of social media responsibilities (who posts, who responds)	[Name]	[Date]

☐	Prepare photo and video capture plan for event day	[Name]	[Date]
☐	Brief volunteers or staff on social media and engagement roles	[Name]	[Date]

Recommended Content to Create

- "One week to go" graphic
- Final speaker spotlight posts
- "See you next week" short video
- Day-of social media post templates (fill-in-the-blank for live posting)
- Attendee welcome packet or digital guide

Social Media Activities

- ☐ Post daily across all platforms
- ☐ Share "one week to go" countdown
- ☐ Post final speaker spotlights
- ☐ Encourage attendees to share their excitement using [#EventName]
- ☐ Share any final program updates or additions

Email Marketing Actions

- ☐ Send "one week to go" email to registered attendees (final details, what to expect)
- ☐ Send "last chance" email to non-registrants if registration is still open
- ☐ Schedule day-of reminder email (sent 2 hours before event start)
- ☐ Prepare post-event thank-you email draft (to send within 24 hours after)

Paid Advertising

- ☐ Maintain or increase retargeting spend for final push
- ☐ Pause any awareness campaigns that are not driving registrations
- ☐ Focus all remaining budget on conversion-focused ads

Partnership and Sponsor Promotion

- ☐ Send sponsors a final promotional reminder with suggested posts
- ☐ Confirm on-site sponsor activation details
- ☐ Thank sponsors publicly in a social post or email

Website Updates

- ☐ Update homepage or landing page with "event week" messaging

- ☐ Confirm registration is still open (or mark as sold out / closed)
- ☐ Post final agenda and any last-minute changes
- ☐ Ensure contact information for day-of questions is visible

Phase 7: Event Day

Marketing Objectives

- Deliver a great attendee experience in real time
- Capture content for post-event promotion
- Amplify the event beyond the room through social media

Key Tasks

☐	Task	Owner	Due Date
☐	Post live updates throughout the day	[Name]	[Date]
☐	Capture photos, videos, and quotes for post-event content	[Name]	[Date]
☐	Monitor and reshare attendee posts using [#EventName]	[Name]	[Date]
☐	Send day-of reminder and welcome emails	[Name]	[Date]

Recommended Content to Create

- Real-time social media posts (photos, short videos, quotes)
- Instagram Stories or TikTok clips throughout the day
- Live tweets or thread of key moments
- Photo or video booth content for attendee sharing
- Recorded sessions for post-event follow-up (if applicable)

Social Media Activities

- ☐ Post opening announcement ("[Event Name] is underway!")
- ☐ Share photos of attendees arriving and engaging
- ☐ Post speaker quotes and session highlights in real time
- ☐ Reshare attendee stories and posts
- ☐ Post closing thank-you message at end of day
- ☐ Use Instagram Stories or Facebook Stories for live coverage

Email Marketing Actions

- ☐ Send morning-of reminder email to registered attendees
- ☐ Send virtual access instructions (if hybrid or virtual)

- ☐ Prepare post-event thank-you email to send within 24 hours

Paid Advertising

- ☐ Pause registration ads (registration is closed)
- ☐ Consider boosting a high-performing social post to extend event-day reach
- ☐ Run a "join us next year" ad if future event is confirmed

Partnership and Sponsor Promotion

- ☐ Tag and thank sponsors in social posts throughout the day
- ☐ Photograph sponsor booths and activations for post-event content
- ☐ Invite sponsors to share their own event-day content

Website Updates

- ☐ Post "today is the day" banner on website
- ☐ Share live stream link if applicable
- ☐ Update social media feeds or embed live social wall
- ☐ Post day-of photos to event gallery as available

Phase 8: Post-Event (1–14 Days After)

Marketing Objectives

- Thank attendees, speakers, sponsors, and partners
- Capture feedback and measure results
- Repurpose event content for ongoing engagement
- Set up the next event or campaign

Key Tasks

☐	Task	Owner	Due Date
☐	Send thank-you emails within 24–48 hours	[Name]	[Date]
☐	Distribute attendee feedback survey	[Name]	[Date]
☐	Share recorded sessions, photos, and highlight reel	[Name]	[Date]
☐	Compile post-event report (attendance, ROI, channel performance)	[Name]	[Date]
☐	Follow up with leads captured during the event	[Name]	[Date]

Recommended Content to Create

- Event highlight reel or recap video (1–2 minutes)
- Photo gallery on website or social media
- Blog post recap with key takeaways
- Speaker quote graphics for ongoing social content
- Attendee testimonial graphics (from survey responses or live captures)
- Case study or success story (for corporate or fundraising events)

Social Media Activities

- ☐ Post thank-you message to attendees, speakers, sponsors within 24 hours
- ☐ Share highlight reel or recap video
- ☐ Post photo galleries across platforms
- ☐ Share attendee testimonials and quotes
- ☐ Post "see you next year" or "stay connected" messaging
- ☐ Repurpose session content into shorter posts over 1–2 weeks

Email Marketing Actions

- ☐ Send thank-you email to attendees (within 24 hours) with survey link
- ☐ Send thank-you email to speakers and sponsors (within 48 hours)
- ☐ Send content follow-up email (recordings, slides, photos) within 3–5 days
- ☐ Send "missed the event" email to non-attendees with highlight content
- ☐ Send "save the date" for next event if applicable (within 7–14 days)

Paid Advertising

- ☐ Pause all event registration ads
- ☐ Run a retargeting campaign to non-attendees with highlight content (if future event planned)
- ☐ Boost recap video or highlight post to extend brand reach

Partnership and Sponsor Promotion

- ☐ Send sponsors a post-event report with engagement metrics
- ☐ Thank sponsors publicly in social posts and email
- ☐ Share sponsor-specific content (booth photos, activation highlights)
- ☐ Discuss renewal or expansion for next event

Website Updates

- ☐ Replace registration page with post-event recap page
- ☐ Add photo gallery and highlight video
- ☐ Post blog recap or key takeaways
- ☐ Add "subscribe for updates" or "save the date for next year" section
- ☐ Update event page to reflect future dates if confirmed

Master Marketing Checklist: [Event Name]

A quick-reference summary of every task, in chronological order. Print this page or keep it open in a separate tab.

6+ Months Before

- ☐ Set SMART goals and KPIs
- ☐ Define 2–3 audience personas
- ☐ Craft Event Value Proposition
- ☐ Confirm event format
- ☐ Secure venue, speakers, sponsors
- ☐ Assign marketing roles
- ☐ Create brand identity (logo, colours, fonts)
- ☐ Create save-the-date graphic
- ☐ Set up social media accounts/pages
- ☐ Post first save-the-date announcement
- ☐ Build or segment email list
- ☐ Send save-the-date email
- ☐ Set up email automation platform
- ☐ Confirm sponsor agreements and provide promotional toolkit
- ☐ Launch event landing page with email signup
- ☐ Set up analytics tracking

3 Months Before

- ☐ Open registration / ticket sales
- ☐ Launch early-bird pricing
- ☐ Publish full agenda and speaker list
- ☐ Create 12-week content calendar
- ☐ Brief sponsors on promotional commitments
- ☐ Create speaker spotlight graphics
- ☐ Create teaser video
- ☐ Post 3–4 times per week on social media
- ☐ Share speaker announcements
- ☐ Send registration launch email
- ☐ Send early-bird reminder email
- ☐ Set up automated confirmation email
- ☐ Launch paid awareness campaigns
- ☐ Set up retargeting pixel
- ☐ Ask sponsors to post about the event

- ☐ Update website with full agenda, speaker bios, pricing, FAQ
- ☐ Test registration flow

2 Months Before

- ☐ Close early-bird pricing, transition to standard
- ☐ Publish speaker interviews or blog features
- ☐ Confirm VIP or exclusive experiences
- ☐ Review registration numbers and adjust strategy
- ☐ Create testimonial and "reasons to attend" graphics
- ☐ Create short-form video content
- ☐ Increase social posting to 4–5 times per week
- ☐ Share behind-the-scenes content
- ☐ Post countdown graphics
- ☐ Send early-bird closing email
- ☐ Send standard pricing email
- ☐ Send speaker feature email
- ☐ Send re-engagement email to non-openers
- ☐ Shift ad strategy to conversion
- ☐ Launch retargeting campaign
- ☐ Test 2–3 ad creatives
- ☐ Ask sponsors to share "why we're sponsoring" posts
- ☐ Add countdown timer to website
- ☐ Update website pricing and speaker additions

1 Month Before

- ☐ Send logistical details to registered attendees
- ☐ Finalize day-of social content and schedule posts
- ☐ Confirm sponsor deliverables
- ☐ Prepare attendee welcome email sequence
- ☐ Create countdown and speaker quote graphics
- ☐ Create attendee preparation guide
- ☐ Post daily on social media
- ☐ Share "limited spots remaining" messaging
- ☐ Encourage registered attendees to post they are attending
- ☐ Send "one month to go" email
- ☐ Send "last chance to register" email
- ☐ Send attendee logistics email
- ☐ Schedule day-of reminder email
- ☐ Increase retargeting budget
- ☐ Run "last chance" ad creative

- ☐ Ask sponsors to post "we'll see you at [Event Name]"
- ☐ Add "limited spots" banner to website
- ☐ Update FAQ
- ☐ Post final agenda

2 Weeks Before

- ☐ Send final registration reminder
- ☐ Confirm scheduled social posts are loaded
- ☐ Test all technology
- ☐ Prepare on-site materials
- ☐ Create urgency graphics and tip sheets
- ☐ Prepare pre-written day-of social posts
- ☐ Post daily with urgency messaging
- ☐ Share countdown posts
- ☐ Repost attendee-generated content
- ☐ Send "two weeks to go" email
- ☐ Send "final call to register" email
- ☐ Send "getting ready" email to attendees
- ☐ Confirm day-of email automation
- ☐ Run final retargeting push
- ☐ Send sponsors final promotional reminder
- ☐ Add "final days to register" banner to website
- ☐ Test registration page on mobile and desktop
- ☐ Add live stream details if applicable

1 Week Before

- ☐ Send final attendee confirmation
- ☐ Confirm day-of social media responsibilities
- ☐ Prepare photo and video capture plan
- ☐ Brief volunteers on engagement roles
- ☐ Create "one week to go" and final speaker content
- ☐ Create day-of social post templates
- ☐ Post daily across all platforms
- ☐ Encourage attendees to share excitement using [#EventName]
- ☐ Send "one week to go" email to attendees
- ☐ Send "last chance" email to non-registrants
- ☐ Schedule day-of reminder email
- ☐ Prepare post-event thank-you email draft
- ☐ Maintain retargeting spend
- ☐ Pause non-converting ads

- ☐ Send sponsors final promotional reminder
- ☐ Thank sponsors publicly
- ☐ Update website with "event week" messaging
- ☐ Confirm registration status (open or sold out)

Event Day

- ☐ Post live updates throughout the day
- ☐ Capture photos, videos, and quotes
- ☐ Monitor and reshare attendee posts
- ☐ Send morning-of reminder email
- ☐ Send virtual access instructions if applicable
- ☐ Prepare post-event thank-you email for sending within 24 hours
- ☐ Pause registration ads
- ☐ Consider boosting a high-performing social post
- ☐ Tag and thank sponsors in social posts
- ☐ Photograph sponsor activations
- ☐ Post "today is the day" banner on website
- ☐ Share live stream link if applicable
- ☐ Post day-of photos to event gallery

Post-Event (1–14 Days After)

- ☐ Send thank-you emails within 24–48 hours
- ☐ Distribute attendee feedback survey
- ☐ Share recordings, photos, and highlight reel
- ☐ Compile post-event report
- ☐ Follow up with leads
- ☐ Create highlight reel or recap video
- ☐ Create blog post recap
- ☐ Create attendee testimonial graphics
- ☐ Post thank-you message within 24 hours
- ☐ Share highlight reel on social media
- ☐ Post photo galleries
- ☐ Share attendee testimonials
- ☐ Post "see you next year" messaging
- ☐ Send thank-you email to attendees with survey link
- ☐ Send thank-you email to speakers and sponsors
- ☐ Send content follow-up email (recordings, slides, photos)
- ☐ Send "missed the event" email to non-attendees
- ☐ Send "save the date" for next event if applicable
- ☐ Pause all registration ads

- ☐ Run retargeting to non-attendees with highlights (if future event planned)
- ☐ Send sponsors post-event report with metrics
- ☐ Thank sponsors publicly
- ☐ Replace registration page with recap page
- ☐ Add photo gallery and highlight video to website
- ☐ Post blog recap
- ☐ Add "subscribe for updates" section