



#LeadersMadeHere



# Event Planning Guide

Date: \_\_\_\_\_ Time: \_\_\_\_\_  Industry Event  Networking Event

Topic \_\_\_\_\_

Title: \_\_\_\_\_

### Marketing Description

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Co-sponsored Event?            Y        N                            Co—Sponsor(s) \_\_\_\_\_  
Leadership Development Event?    Y        N

Type of Event: \_\_\_\_\_  
*(panel, speaker, networking, member's only, etc.)*

Format: \_\_\_\_\_  
*(round tables, theater, etc.)*

Speaker(s): \_\_\_\_\_

Target Audience: \_\_\_\_\_

### Content / Key Takeaways for Attendees (WIFM?)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

How will we create Intentional Networking? \_\_\_\_\_

Venue Requirements: \_\_\_\_\_

Venue: \_\_\_\_\_ Address: \_\_\_\_\_

Venue Features: \_\_\_ WIFI \_\_\_ A/V \_\_\_ Parking \_\_\_ F & B \_\_\_ Other \_\_\_\_\_

Potential Sponsors: \_\_\_\_\_

Food and Beverage: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Budget Info: \_\_\_\_\_

<b>Ticket Prices</b>	Early Bird	Standard	At the Door
Member			
Non - Member			



#LeadersMadeHere



How can we get more members to get involved at this event? \_\_\_\_\_  
 How can we use this program to recruit new members? \_\_\_\_\_

### Marketing Schedule

	Assigned To	60 Days	30 -60 Days	15 - 30 Days	7 - 15 Days	1 - 7 Days
<b>DIGITAL MARKETING</b>						
Post on wcr.org						
Digital flyer						
Eventbrite / online ticket						
Facebook post						
Facebook event						
Digital newsletter						
eblast						
<b>LIVE PROMOTION</b>						
Women's Council event						
local association events						
office meetings						
industry events						
<b>PRINTED PROMOTION</b>						
Printed newsletter						
Flyer						
Publication						