

## Conference and Event Planning and Follow Up Worksheet

Pre-Conference Planning		
• <b>Go/No-Go</b>		
○ Goals for the event:		
○ Who do we want to meet?		
○ Sponsorship? Cost?		
○ Who should attend?		
○ Budget		
Pre-Conference Marketing		
• <b>Attendee list</b>		
○ Send outreach info		
○ Schedule dinners/events		
○ Schedule one-on-one meetings (coffee/drinks)		
• <b>Exhibiting</b>		
○ Booth		
○ Collateral materials/brochures		
○ Booth Give-aways		
Post Conference		
• <b>Conference writeup</b>		
○ Who did I meet?		
▪ Follow up assignments		
○ Who didn't I meet?		
▪ How I plan on following up		

<ul style="list-style-type: none"> <li>• <b>Outreach</b></li> </ul>		
<ul style="list-style-type: none"> <li>○ calling</li> </ul>		
<ul style="list-style-type: none"> <li>○ emailing</li> </ul>		
<ul style="list-style-type: none"> <li>• <b>Event analysis</b></li> </ul>		
<ul style="list-style-type: none"> <li>○ Return on investment</li> </ul>		
<ul style="list-style-type: none"> <li>○ What would I do differently?</li> </ul>		
<ul style="list-style-type: none"> <li>○ Will we attend again?</li> </ul>		