

## **Event Flow Planning**

Event Flow: Offline Talk Show

### **#### Pre-Event (Weeks/Months Before)**

1. **\*Speaker Pitching\*:**
  - Research and reach out to the speaker to confirm availability and interest.
  - Discuss the topic.
2. **\*Date and Venue Finalization\*:**
  - Book a suitable venue.
  - Schedule the event date.
3. **\*Event Concept and Theme\*:**
  - Define the event's theme

### **#### Pre-Event (Weeks Before)**

1. **\*Marketing and Promotion\*:**
  - Create promotional materials (posters, social media graphics).
  - Launch event promotion on social media.
- 2.. **\*Logistics and Planning\*:**
  - Arrange for sound, lighting, and stage setup.
  - Plan for catering and hospitality.

### **#### Event Day**

1. **\*Setup and Soundcheck\*:**
  - Ensure stage, sound, and lighting are set up and tested.
  - Conduct soundcheck with the speaker.
2. **\*Guest Arrival and Hospitality\*:**
  - Welcome the guest and provide hospitality.
3. **\*Event Execution\*:**
  - Welcome attendees and introduce the speaker
  - Host the talk show, facilitating discussion and Q&A.

### **#### Post-Event**

- Share event photos and highlights on social media.
- Publish event recap or review.

### **#### Timeline**

- 6-8 weeks before: Speaker pitching and date finalization
- 4-6 weeks before: Marketing and promotion launch
- 1-2 weeks before: Finalize logistics and planning
- Event day: Setup, execution, and hospitality
- Post-event: feedback , thank-you notes, and follow-up content