

EVENT PREP CHECKLIST



insight creative, inc.

BRAND

Print more copies than you think, you can use these materials for future events.

- ☐ Business cards
- ☐ Sell sheets, brochures or catalogs (quality over quantity)
- ☐ Name tags

BOOTH

Develop employee schedule for the event.

- ☐ Booth setup
- ☐ Promotional items

WEBSITE

Make sure your website reflects your brand i.e. logo, colors, imagery.

- ☐ Mobile friendly
- ☐ Call-to-action on homepage
- ☐ Test contact form, phone numbers and email addresses

SOCIAL MEDIA

Review all social media platforms, update if needed.

- ☐ Create pre-event posts for all platforms
 - Include image, event name, dates, location, booth number, short description of what you're going to offer
 - Example: *Chat with us about the latest in home trends at booth 1234 during the Brown County Home Builders Association Home Expo Jan. 27-29 at the KI Convention Center!*
- ☐ Tag event sponsor and other businesses involved
- ☐ Share event Facebook page

PUBLIC RELATIONS

Determine if you have a newsworthy topic i.e. timely, significant or human interest aspect

- ☐ Pick on-camera spokesperson, share their info and newsworthy topic to event contact
- ☐ If interviewed...
 - Determine interview location and test sound quality
 - Write talking points about the show and practice!