

EVENT TEMPLATE

 SNAPSHOT

THEME & STORY

AUDIENCE, PROMOTIONAL & DISTRIBUTION LAYER

EXPERIENCE & CONVERSION

OPERATIONAL READINESS

OWNERSHIP, RISKS & WATCHLIST

POST-EVENT PLAN

Event Name

 **Format:** Conference | Summit | Retreats | PRAY Retreat | PRAY Mini Event |
America Prays | PRAY Event

 **Date(s):**

 **Location:**

 **Webiste:**

 Summary:
 Audience:
 Agenda:
 Speakers:
 Sponsors:

SNAPSHOT

Item	Owner	Status
Mission & Success Criteria		
Theme & Messaging		
Promotion & Registration		
Experience Readiness		
Ops & Systems		
Post-Event Plan		

- Deliverables Table (Hosted)
- Task Board (Jira / Asana)
- Registration Page
- Run of Show
- CRM / Dashboard

1 MISSION & SUCCESS

Event Lead:

Exec Sponsor: Hosted | Basic Sponsorship | Sponsorship w/ Booth |
Sponsorship w/ Booth+Speaking

Budget:

Why are we hosting this event?

Brief narrative summary tying this event to [PRAY.COM](#)'s mission, growth strategy, and audience.

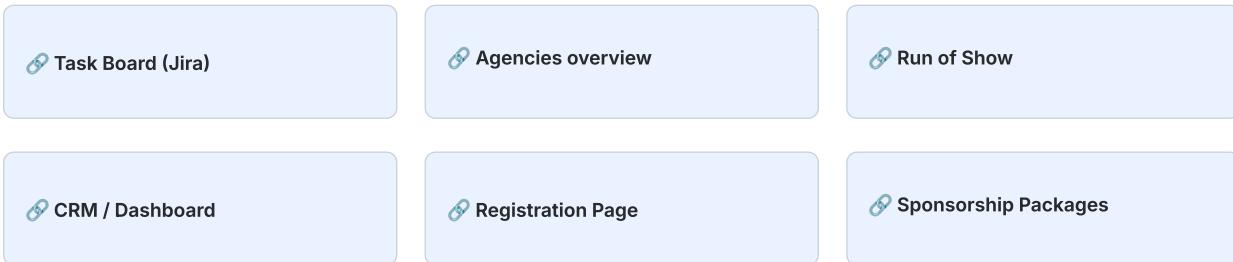
- Primary goal:
- Secondary goal:
- Strategic rationale (1-2 sentences):

Success Metrics

- Attendees:

- **MQLs:**
- **SQLs:**
- **New Deals / New Pipeline:**
- **Won deals / Revenue:**
- **ROI:**

👉 Source of Truth:



2 THEME & STORY

Theme at a Glance

Element	Definition
Theme Name	
Spiritual Anchor	(Scripture / Principle)
Core Message	
Attendee Should Feel	
Attendee Should Say	

Visual Identity (Embed thumbnails)

- Primary colors:
- Typography:
- Key imagery/metaphors:

📎 Embedded:

- Hero image
- Sample slide
- Email header

③ AUDIENCE, PROMOTIONAL & DISTRIBUTION LAYER

This is the **promotion + amplification layer** that drives attendance and ROI.

Target Audience

- Who we want:
- Who we don't:

Qualification Rules

- Must have:
- Disqualifiers:

📎 **Live Link:** Audience Architecture deliverables

Promotion Channels Overview

Channel	Owner	Status
Email (Owned)		Green
Partner Email		Yellow
Social (PRAY.COM)		Green
Speaker Promotion		Grey
Paid		Grey

Registration Health (Live Review)

- Registration target:
- Current registrations:
- % to goal:
- Velocity trend: ↑ / ➔ / ↓

📎 **Embedded:** Registration dashboard

④ EXPERIENCE & CONVERSION

Attendee Journey

Pre-Event

- Key message:

- CTA:

On-Site / Live

- Critical moments:
- Conversion moment:

Post-Event

- First follow-up:
- Relationship goal:

Conversion Mechanics (If Applicable)

Mechanism	Status
Booking link live	Green
CRM sync tested	Green
Staff trained	Yellow

 **Embedded:** Booking link + CRM snapshot

⑤ OPERATIONAL READINESS

Readiness Checklist

Area	Status	Owner
Staffing	Green	
Run of Show	Yellow	
Systems	Green	
Assets	Green	

 **Live Link:** Ops deliverables

⑥ OWNERSHIP, RISKS & WATCHLIST

Decision Authority

Area	Owner
Overall Event	
Messaging	
Promotion	
On-Site Decisions	

Known Risks

- Risk:
- Mitigation plan:
- Owner:

Critical Dependencies

- External partners:
- Internal approvals:

7 POST-EVENT PLAN

Follow-Up Commitments

- Day 1:
- Week 1:
- Day 30:
- Day 90:

 **Linked:** Post-event deliverables

What Worked

What Didn't

Metrics vs Target

- Attendees:
- Meetings:
- Deals:

Recommendation

- Repeat
 - Revise
 - Retire
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HOSTED EVENTS – ADD-ON SECTION

Hosted Event Economics

- Budget:
- Break-even point:
- Target ROI:

Owned Content Outputs

- Recordings:
 - Clips:
 - Repurposing plan:
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BASIC SPONSORSHIP – ADD-ON SECTION

Sponsorship Value Summary

- What we paid:
- What we get:
- What success looks like:

Brand Safety Check

- Host alignment:
 - Any concerns:
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BOOTH + SPEAKING – ADD-ON SECTION

Booth Performance Plan

- Daily meeting goal:
- Staffing plan:
- Adjustment authority:

Speaking Session

- Session title:

- Speaker:

- CTA: