

EVENT OR CONFERENCE WORKFLOW

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EVENT NAME

EVENT DATE

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PROJECT MANAGER

EVENT LOCATION

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CATEGORY AND TASKS	PERSON RESPONSIBLE	DEADLINE	APPROVAL
Identify event or conference			
Create pre-event web page and plan blog content			
Create email campaign			
Create social media campaign			

CATEGORY AND TASKS	PERSON RESPONSIBLE	DEADLINE	APPROVAL
Create paid promotion campaign			
Conduct partner, influencer outreach			
Write press release and blog announcing the event or participation in the conference			
Book hotels, flights and conference registration			

CATEGORY AND TASKS	PERSON RESPONSIBLE	DEADLINE	APPROVAL
Create booth design and event collateral			
Order booth materials & swag			
Identify talking points for the booth			
Identify how you'll capture leads			

CATEGORY AND TASKS	PERSON RESPONSIBLE	DEADLINE	APPROVAL
Write and design presentation			
Write post-event blog, press release			
Follow-up with leads			
Report on conference metrics			

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