

10 STEPS TO MAKE SURE YOUR NEXT EVENT DELIVERS REAL IMPACT

1. Define Clear Goals

- ☐ Have you written down 2-3 specific outcomes you want from this event (e.g., leads, partnerships, sales, awareness)?

2. Know Your Ideal Audience

- ☐ Do you have a clear profile of the people you want in the room?
- ☐ Does your marketing speak directly to them?

3. Create a Strong Event Message

- ☐ Can you clearly explain the value of your event in one sentence?
- ☐ Does your sales/registration page communicate benefits, not just logistics?

4. Build Pre-Event Momentum

- ☐ Have you planned a content "runway" (emails, LinkedIn posts, teasers)?
- ☐ Are you starting conversations before the doors open?

5. Track Registrations the Right Way

- ☐ Do you know how many sign-ups are coming from each channel (email, social, ads, referrals)?
- ☐ Is your registration journey simple, mobile-friendly, and fast?

6. Design for Engagement

- ☐ Are there interactive moments planned (polls, Q&A, networking, live demos)?
- ☐ Does your agenda create space for connection, not just content delivery?

7. Capture the Data That Matters

- ☐ Have you planned how to collect attendee info, feedback, or leads?
- ☐ Are you tracking both numbers and quality (who attended, not just how many)?

8. Follow Up Fast

- ☐ Do you have a thank-you email scheduled within 24 hours?
- ☐ Is there a nurture sequence ready (resources, case studies, offers)?

9. Measure ROI Beyond Headcount

- ☐ Are you tracking leads, conversions, and business outcomes (not just "bums on seats")?
- ☐ Do you have a system for measuring Return on Intention, Interaction, and Impact?

10. Reflect & Improve

- ☐ After the event, have you reviewed what worked and what to improve?
- ☐ Have you documented key learnings for your next event?

