

# EVENT MARKETING HEALTH CHECKLIST

## 1. TICKET SALES & REGISTRATION

- ☐ Registrations are moving at a healthy pace
- ☐ Audience is responding to the event's value messaging
- ☐ You have a clear, compelling "Why attend?" statement
- ☐ You use urgency triggers (early bird, etc) effectively

## 2. SOCIAL MEDIA

- ☐ Posts consistently earn good engagement
- ☐ Event content is reaching the right people
- ☐ You post regularly and early in the campaign
- ☐ Content speaks directly to specific audience personas
- ☐ You use paid promotion strategically to expand reach

## 3. SPEAKER COMMUNICATION

- ☐ Speakers actively promote the event
- ☐ You've provided a speaker promo kit (graphics + copy)
- ☐ Partners and speakers use trackable registration links
- ☐ Co-marketing expectations were clearly communicated

## 4. TIMELINE & PLANNING

- ☐ Marketing started 8-12 weeks before the event
- ☐ You follow a structured timeline or campaign plan
- ☐ Content creation is organised, not rushed
- ☐ You batch-create or pre-schedule marketing content
- ☐ Promotion feels proactive and strategic

## 5. EMAIL MARKETING

- ☐ Email open rates meet or exceed industry benchmarks
- ☐ Click-through rates show strong audience engagement
- ☐ Your list is segmented and personalised
- ☐ You resend to non-openers strategically
- ☐ Email workflows were planned ahead, not last-minute

## 6. AUDIENCE TARGETING & MESSAGING

- ☐ You have 2-3 clearly defined personas
- ☐ You know exactly who the event is "for"
- ☐ Messaging feels specific and relevant
- ☐ Pain points, outcomes, and benefits are well articulated

## 7. PRE-EVENT REGISTRATION

- ☐ A strong percentage of attendees register early
- ☐ Early-bird or incentive campaigns convert well
- ☐ You use urgency triggers to drive early action

## 8. MEDIA & PR VISIBILITY

- ☐ You've secured press, blog, or industry coverage
- ☐ Influencers or creators are supporting the event
- ☐ You developed strong newsworthy story angles
- ☐ There is noticeable external buzz around the event

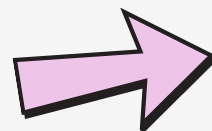
## 9. ATTENDEE COMMUNICATION

- ☐ Attendees rarely ask basic or repetitive questions
- ☐ You have a clear and accessible FAQ page
- ☐ Automated reminders keep attendees informed
- ☐ You share essential info (times, parking, map) visually
- ☐ Key updates are communicated across all channels

## 10. POST-EVENT MOMENTUM

- ☐ You share highlights or a recap within 48 hours
- ☐ Session recordings or slides are distributed promptly
- ☐ You send follow-up emails to leads or attendees
- ☐ You create insights or recap content after the event
- ☐ You segment your audience based on post-event data

**INTERPRET YOUR SCORE**



# EVENT MARKETING HEALTH SCORE

Count how many boxes you ticked.

✓ 0 - 10

## EARLY STAGE SYSTEM

This score reflects a marketing foundation that's still being built. You have a clear opportunity to strengthen strategy, systems and visibility so your event can perform at its full potential.

✓ 11 - 20

## DEVELOPING MOMENTUM

Some important elements are in place, and you're building a solid foundation. With more structure, consistency and clarity, your event marketing performance will improve significantly.

✓ 21 - 30

## STRONG CORE, ROOM TO OPTIMISE

You're doing many things well. With refinement, deeper targeting, or more strategic support, you can elevate results even further and increase event ROI.

✓ 31 - 44

## HIGH PERFORMANCE EVENT MARKETING SYSTEM

You have a robust, well-rounded marketing engine. Your structures, content and communication systems are strong and you're well positioned for outstanding attendance, engagement and ROI.

