

# Event Promotion Checklist

by *Ultimate Experience*

## Planning Before the Event

- Create a timeline for event promotions and announcements
- Create visual elements to support your event across all channels
- Create event pages on Facebook and LinkedIn
- Submit event to relevant directories
- Designate social media tactical team members to monitor and engage with your social channels
- Assign or hire a photographer



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# Social Promotion Before the Event

## Twitter

- ❑ 10-15 tweets per day
- ❑ 5-10 partner tweets per day
- ❑ 2-5 promoted tweets per day
- ❑ Build event list including all keynotes, partners, and customers who will be attending
- ❑ Build private list to monitor competitors

## Facebook

- ❑ 5-10 posts per day
- ❑ 5-10 pieces of visual content per week
- ❑ 2-5 paid promotion posts per week
- ❑ Participate in or create event Facebook Group

## LinkedIn

- ❑ 2-5 posts per day
- ❑ Participate in relevant LinkedIn conversations around event

## Google+

- ❑ 5-10 posts per day

## Blog

- ❑ Create X blog posts per week
- ❑ Post 2-5 infographics per week
- ❑ Interview attendees, customers, speakers, influencers for blog and content

# Social Promotion During the Event

## Twitter

- ❑ 20-30 tweets per day
- ❑ Tweet out presentations at the start of each session (if you have a session)
- ❑ 5-10 influencer and partner tweets per day
- ❑ Monitor event hashtag and company mentions
- ❑ Retweet and reply back to interesting points and questions from attendees
- ❑ Encourage employees who are attending the event to engage by posting updates, photos

## Facebook

- ❑ 10-15 posts per day
- ❑ 10-20 photos posted per day

## LinkedIn

- ❑ 5-10 posts per day
- ❑ Monitor LinkedIn groups for event relevant content

## Google+

- ❑ 5-10 posts per day
- ❑ Monitor hashtag and company mentions
- ❑ Host live Google+ hangout

## Live Blogging

- ❑ 5-10 posts per day live from the event

# Social Promotion After the Event

- ❑ Post-event content assessment: videos uploaded to YouTube, photos posted to Flickr
- ❑ Measure the buzz with [www.hashtracking.com](http://www.hashtracking.com)
- ❑ Sum up the best tweets with [www.storify.com](http://www.storify.com)

## Social Networks

- ❑ Connect with and thank influencers
- ❑ Promote follow-up materials day

## Blog

- ❑ Wrap up blog post about event
- ❑ 2-5 posts summarizing individual sessions and offering slides