

Part 1: Pre-event Event Planning Checklist



Event planning checklist

How to prepare in the months leading up to your event

> 3 to 6 months ahead marketing plan

- Create your TPT event campaign link
- Create a pre-event email campaign using the campaign link you created in TPT
- Media/press release
- Develop publicity pieces (blog, articles, social posts, etc.)
- Use #GartnerPeerInsights hashtag
- Create promotional video (provided by Gartner)
- Secure a prime location for build in a high-traffic area

2 months ahead

- Booth setup
- Order signage
- Plan incentive program and include in your attendee communications
- Order incentives
- Send out pre-event email communications
- 8 weeks out to 1 week out
 - Note call to action, location and thank-you gift!
- Plan full-time staffing for sourcing booth and set up training with Gartner

2 to 4 weeks out

- Finalize staff
- Train staff
- Ship materials to event venue
- Alert on-site tech support on network wireless or hardwiring options for review area

Day of event

- Walk through booth area
- Finalize decor, incentives, tabletop signage and snacks
- Kiosks: Set campaign link as homepage for reach kiosk
 - Do a test run through the landing page and site; go through all steps and submit a test review
- Connect with tech support in case any issues arise during the event

