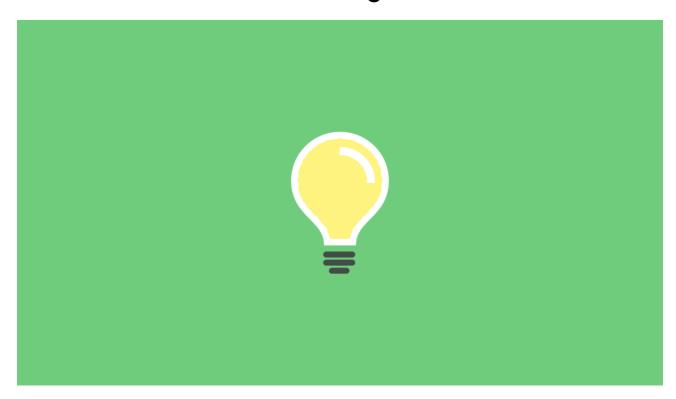
Event Marketing Timeline



Pre-event Pre-event page Social media announcement Blog post: mission statement Partner outreach Event Launch Launch email Press Release Blog and social Partnerships Day-to-day Regular email, social, blogging Thought leadership & guest posts Early Bird discount(s)

Paid promotion

Last call	
Final email blast, social & blog	
Attendee referrals	
Phone	
Influencer outreach	
Day of event!	Make and Share Free Checklists
	checkli.com