

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!

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