

CROÍ

MEDIA GROUP

The Event *Comms Checklist*

Everything you need to communicate before, during,
and after your event.

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I N T R O D U C T I O N

Events are one of the most powerful communications tools available to any organisation, and one of the most commonly under-leveraged.

The event that is well-produced but poorly communicated will generate a fraction of the value of one that is both well-produced and strategically communicated before, during, and after.

The event communications plan should be built at the same time as the run sheet. Not the week before the event.

01

Strategic Foundation

12 to 16 weeks out

- Define the communications objectives. What do you want attendees to think, feel, and do? What do you want non-attendees to know about it?
- Identify your audience segments: delegates, exhibitors, sponsors, speakers, media, members not attending, and the broader sector.
- Determine the event's key messages. What are the two or three things the event needs to communicate?
- Assign communications ownership. Who is responsible for each stream: registration, sponsor comms, speaker management, social, media, follow-up?
- Establish the visual identity for the event. Consistent visual treatment signals a professionally managed event.
- Identify media opportunities: keynote speakers available for interview, research being launched, sector issues the event will address.

02

Pre-Event Communications

8 to 12 weeks out

Registration and delegate communications

- ❑ Save the date distributed to full member and stakeholder database.
- ❑ Event registration page live with clear program outline, speaker information, and registration mechanics.
- ❑ Opening registration email: compelling value proposition for attendance, not just event logistics.
- ❑ Speaker and session announcements distributed on a rolling basis to maintain anticipation.
- ❑ Exhibitor and sponsor confirmation communications including deliverable schedules.
- ❑ Registration reminder sequence: 4 weeks out, 2 weeks out, 1 week out for non-registrants.

Media and external communications

- Media advisory distributed to relevant journalists 8 weeks out.
- Speaker media availability schedule confirmed with relevant speakers.
- Social media content calendar developed: minimum 2 posts per week.
 - LinkedIn event page created and populated.
- Any media release for significant announcements drafted and approved.

03

Final Preparation

1 to 2 weeks out

- ❑ Final delegate communications: venue details, parking, accommodation, program overview.
- ❑ Speaker final briefing document distributed: timing, AV requirements, key messages, photography consent.
- ❑ Sponsor final briefing: signage specifications, representative arrival times, networking session schedule.
- ❑ AV and run sheet finalised and distributed to all relevant staff and suppliers.
 - ❑ Social media content pre-scheduled for event days.
- ❑ Photography and videography brief prepared and distributed.
- ❑ Post-event survey drafted and ready for distribution within 24 hours.
- ❑ Post-event media release drafted, pending final announcements from the event.

04

During the Event

Real-time execution

- Designated social media manager posting in real time throughout the event.
- Photography capturing keynote speakers, networking moments, sponsor activations, awards.
 - Any media interviews facilitated and documented.
- Key quotes and announcements captured for post-event media release.
- Real-time monitoring of social media mentions and hashtag activity.
- Sponsor deliverable checklist reviewed: are all contracted obligations being fulfilled?

05

Post-Event

Within 48 hours and beyond

Within 48 hours

- Thank-you email to all delegates: warm, specific, including key resources from the event.
- Post-event media release distributed: key outcomes, quotes, and announcements.
- Social media post-event recap: highlights, photos, and attendee quotes.
- Speaker thank-you communications: specific, personal, including any follow-up actions.
- Sponsor post-event report initiated.

Within two weeks

- Post-event survey distributed if not already done at the event.

- Session recordings or resources distributed to registered delegates.
 - Sponsor post-event report completed and distributed with delivery evidence.
 - LinkedIn event summary article published.
 - Key insights connected to the organisation's ongoing advocacy or communications program.
 - Early bird or save-the-date communications for next year's event launched.
 - Internal debrief completed and documented: what worked, what did not, what to change.
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EVENT COMMUNICATIONS QUALITY STANDARDS

Visual identity

Consistent across all event materials and all channels.

Calls to action

What do you want the reader to do after reading this?

Brand-consistent tone

Does this sound like the organisation?

Mobile-optimised

The majority of emails are read on mobile devices.

Proofread

Typos in event communications signal poor event management.

Personalised

At minimum, use the recipient's first name.

The event that is communicated well extends its value far beyond the room. The one that is not stays in the room.

Whether you have a brief ready to go, an idea you want to think through, or a gap you need to fill, we would love to hear from you.

Every conversation starts without obligation.

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Everything communicates.

Make yours count.