
JANE SANTUCCI

— A MULTIMEDIA AGENCY —

YOUR 6-PAGE
CHECKLIST
TO PLANNING A
SUCCESSFUL
EVENT

30+ STEPS TO PULL OFF A
SUCCESSFUL EVENT



Write a short (2-3 paragraph) and long (4-6 paragraph) press release about the event.



Send press release to local media



Call and email media 3 days prior and day of to remind them of the event



Provide traditional media with short and long form article of the event, on day of with pictures and quotes to further insure coverage if they couldn't make it.



Post event information on all community calendars



Check with local television media if they have community event promotion spots, where you can go on-air to promote event.



If you book a TV spot, promote on social media when the TV spot will air.



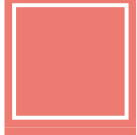
If you have a TV spot take photos while at studio (not during on-air time) and post to social media. Post on social media and tag on-air personality and media outlet.



Create a Facebook Event



Post event information on Instagram



Brand event information with same font and logo



Check to see if the event can be mentioned in an upcoming podcast



Provide graphics/information for your speakers/hosts to use on their own company and personal social media pages.



Temporarily change your Facebook cover photo to the promote event. Size cover photo accordingly.



Add the event to your email signature.



Add reminder to your calendar to remove event information from email signature



Run a Facebook ad to promote event.



Amp up the excitement by showcasing highlights from past events. Edit highlights together using iMovie.



☒ Get quotes/testimonials from folks who have attended past events and share those on social media☒



Create picture quotes and use on social media.



Provide event information via email to contacts as a JPG not a PDF so folks can easily download it and then share it on social media.



Write a short blog blurb and send to community bloggers.



Post a blog on your own website. Make sure there is a widget that allows the blog post to be shared on a readers social media page.



Take photos of attendees at events and post them before, during and after



Go live from the event on Facebook/Instagram, even if for only 30 second.



During event create a Facebook/Instagram story.



Create a hashtag and use it to find others who are talking about the event.



Share pictures of speakers with quotes etched on the images. ☒



Post about the speaker/hosts expertise in posts prior to the event.



Post a line a day/ every other day leading up to the event registration day.



To remind folks/amp them up for the event, post setup behind-the-scenes photos

Questions?

Send us a note
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or drop us a line
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