

PRODUCTION & PROMOTION CHECKLIST

- 1) Select Date, Book Venue
- 2) Create Event Page (www.eventbrite.com)
- 3) Drive Traffic to Registration Page (Flyer or Video is additional)
 - a. Online (PRIMARY)
 - i. Email to your List
 - ii. Facebook Event Page
 - iii. Meetup.com
 - iv. Fill in your own...
 - b. Emails & Phone Calls
 - i. Friends, Family, JV Partners
 - c. Offline (If you already have immediate contact, i.e. co-workers)
 - i. 4 x 6 Postcards
 - ii. 11 x 17 Posters
 - iii. Business Cards
 - d. Press Coverage (for larger events)
 - i. TV
 - ii. Print
 - iii. Radio
- 4) Design Content
- 5) Drive More Traffic to Registration Page
- 6) Host Event
 - a. Have an assistant
 - b. Have handouts printed and ready
 - c. Have music selected
 - d. Practice Your Offer beforehand