



Must-Do Things for Event Organizers ...Before Next Year

People want to know about events as soon as possible so they can mark their calendars. Some people even need to request vaca a year in advance.

Plan ahead for you and your customers!

Website

- Update event dates
- Ensure contact info is accurate and functional
- Refresh photos
- Check links to ensure they work
- Update copyright footer
- Check when hosting/domain will expire

Admin

- Create event budget
- Submit sanctions
- Check that insurance is up-to-date
- Hire a graphic designer for event flyer/apparel
- Book a photographer/videographer
- Create sponsorship proposal
- Get pricing on apparel/swag
- Reach out to industry-specific websites to cross-promote

Social Media

- Create Facebook event/cover photo
- Pin important information to top of page
- Update Facebook page cover photo
- Review Facebook/Instagram bios

Email

- Upload past participants emails
- Send email announcing event dates
- Add option to subscribe to emails on website
- Mark calendar for monthly email reminders

**List is not all-inclusive*



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