

Launch Your Online Event

CHECKLIST

EVENT OVERVIEW

- CHOOSE A TOPIC
- CHOOSE A FUN TITLE
- WRITE THE EVENT DESCRIPTION
- PICK THE DATE AND TIME
- CHOOSE A PLATFORM (FB LIVE, ZOOM, FB GROUP, CROWDCAST)

EVENT SIGNUP

- SET YOUR PRICES
- CHOOSE REGISTRATION DEADLINES (DON'T FORGET EARLY BIRD!)
- CREATE YOUR VIDEO CALL LINK/GROUP
- CREATE A REGISTRATION FORM THAT TAKES PAYMENT & COLLECTS EMAILS
- SET UP AN AUTOMATED EMAIL WITH THE GROUP OR VIDEO CALL LINK

EVENT PROMOTION

- CREATE EVENT GRAPHICS
- EVENT PAGE ON YOUR WEBSITE
- FACEBOOK EVENT PAGE
- CREATE A SOCIAL MEDIA POSTING SCHEDULE AND STICK TO IT
- SHARE, SHARE, SHARE. INVITE, INVITE, INVITE.

EVENT CONTENT & PLANNING

- CREATE A TIMELINE FOR YOUR EVENT
- CREATE A SLIDE PRESENTATION
- SET UP YOUR ZOOM CALL LINK OR FB GROUP
- PRACTICE YOUR PRESENTATION & TEST OUT THE TECHNOLOGY
- HIRE SOMEONE TO MONITOR COMMENTS, IF NEEDED

THE DAY OF

- SEND A REMINDER EMAIL (THIS CAN BE AUTOMATED)
- POST IN YOUR EVENT/GROUP TO REMIND EVERYONE & DRUM UP EXCITEMENT
- TEST YOUR TECHNOLOGY & RUN THROUGH YOUR CONTENT AGAIN
- SEND A FOLLOW-UP EMAIL WITH NEXT STEPS