

Worksheet #1: Identifying Your Event Priorities

When starting an event from scratch, it's important to identify what you want to accomplish from the beginning so you can keep those ideas in mind when making decisions along the way. Print this worksheet out and fill in your answers. Be sure to pull it out when you're faced with a big decision to make sure you are aligned with your priorities.

What type of meeting?

- Virtual Hybrid In-person

Identify your stakeholders.

Identify 3 key take-aways for your attendees.

What's on your wish list? Ex. # of breakouts, exhibit hall, attendee number, engagement, API, & networking activities

How do you plan to measure a successful event?
