Title
Date
Location: Zoom

Objectives

What do you hope to accomplish/why are you holding this event?

Target audiences/Value Proposition

Who do you intend to attract to attend this event?
What will they learn – provide them with three learning objectives

Other invitees

Who else might benefit but isn't your core audience

Agenda (Draft)

Provide an outline of the timing – especially if your event is longer than one hour

Invitation

Event Details (& Social Media Handles)

Date/Time:

Location: Zoom

Who should attend:

Learning Objectives:

- One
- Two
- Three

Agenda

Bonuses/Takeaways

- Event recording to be provided
- Resources

Critical Path

- Initial event meeting to discuss event format and event objectives
  - Speaker Recruitment/Brainstorm
  - Possible dates (check for any conflicts)
  - Review lessons learned from previous event for improvement strategies

- Speaker recruitment
- Schedule weekly planning meetings
- Graphics
- Draft Eventbrite content
- Create Eventbrite
- Create Zoom event
- Activate social media
- Dry-Run/debrief with the speakers on Zoom
- Assign day-of roles and responsibilities
- Script
- Ensure someone takes a screenshot of the Zoom panel for social media
- Schedule survey to go out the minute the event wraps up – and work that into the script so people know it's coming
- Create "thank-you" email content and survey link
- Speaker thank-yous
- Download Zoom audio/video/edit
- Download Zoom reports
- Final email "thank you" to all with links (through Eventbrite)
- Analysis of survey results
- Post-Event Debrief

Compiled Zoom Logins for Speakers

It's best to have your speaker/panelists logins compiled in one place and also shared with them in an easy to access calendar invitation.