**EVENT MARKETING CHECKLIST
TEMPLATE**

|  |  |
| --- | --- |
| **EVENT** | **DATE** |
|   | MM/DD/YEAR |

|  |  |
| --- | --- |
| **X** | CHECKLIST ITEMS |
|  | Event Goals |
|  | Marketing Plan and Budget  |
|  | Target Audience |
|  | Ideal Attendee Profile  |
|  | Event Website Optimized for Search Engines  |
|  | Email Campaign  |
|  | Social Media Promotion  |
|  | Key Performance Indicators |
|  | Other |
|  | Other |

|  |
| --- |
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