

# EVENT MANAGEMENT WORKFLOW

BEFORE

- Event goals and audience defined
- Event organizer assigned
- Moderator assigned
- Presenter(s) confirmed and briefed
- Supporting roles identified (Coach, A/V, Marketing, Data)
- Reg page created & tested
- Promotion plan created and scheduled
- Accessibility needs reviewed and services booked
- Rehearsal scheduled and completed
- Final run-of-show document shared with all staff

DAY OF

- Organizer online early and reachable
- Moderator online early and testing controls
- Presenters online early with audio, video, and slides ready
- A/V Specialist present or on-call if used
- Chat and Q&A roles clearly assigned
- Backup host identified in case of technical issues

AFTER

- Recording saved, edited if needed, and published
- Follow-up email to attendees and registrants sent
- Data exported and shared with sales, marketing or stakeholders
- Event report created with key insights
- Lessons learned added to team documentation