

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