

PRODUCT LAUNCH EVENT PLANNING CHECKLIST

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GENERAL PROJECT INFORMATION

EVENT NAME	PROJECT MANAGER	EVENT DATE

EMAIL (PROJECT MANAGER)	PHONE (PROJECT MANAGER)	EVENT WEBSITE

EMAIL (EVENT VENUE/HOST)	PHONE (EVENT VENUE/HOST)	ADDRESS

12 WEEKS PRIOR TO EVENT

X	TASK	DUE DATE	STATUS
	Establish event goals and objectives		
	Develop event concept: theme and title of event		
	Choose event format: webinar, conference, or hybrid event		
	Choose event platform		
	Create event budget, list of necessary resource amenities (table/chair rentals, etc.), and timeline		
	Choose time and date of event		
	Create content/speaker and entertainment wish list and alternate list with budget limits for each		
	Identify team and contractor roles		
	Understand and define target audience		
	Initial marketing: send save the date and direct marketing to existing lists (or email newsletters)		
	Set registration pricing and ticketing		
	Determine venue amenities for speakers and attendees (parking, accessibility, etc.) regarding hybrid events		

8 WEEKS PRIOR TO EVENT

X	TASK	DUE DATE	STATUS
	Confirm physical venues necessary for hybrid events		
	Determine AV/production and technology needs associated with venues or individuals who are presenting		
	Confirm speakers, emcee, and staff who will be moderating		
	Develop attendee engagement strategy		
	Collect completed contracts and agreements from sponsors, presenters, and paid contractors		
	Collect logos, speaker photos, and additional collateral for event promotion and day-of usage		
	Widen marketing to new populations beyond those typical at face-to-face events		
	Market the event with teasers: speaker reveals, panel topics, and registrant benefits and amenities		
	Understand and define target audience		
	Market registration deadline, especially if there are early-bird prices, ticket limitations, and/or benefits		

4 WEEKS PRIOR TO EVENT

X	TASK	DUE DATE	STATUS
	Test sound and video equipment with speakers and staff		
	Do a test run of the event within your chosen event platform, adjusting capacity as needed		
	Familiarize yourself with the event platform's streaming features and/or additional streaming options that you plan to deploy		
	Develop internal communications flow for during-event issues (routing questions or attendee input, etc.)		
	Communicate to registrants how the event will function, how to register, how to participate, etc.		
	Continue marketing the event in short-turnaround outlets (social media), and reinforce followership and event hashtags		
	Test attendee engagement tools and features (polls, surveys, etc.)		
	Plan attendee data collection strategies and post-event questions		



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