

THE 22 LAWS OF EVENT MARKETING



2024

EVENT PLANNING ROADMAP

Identify your purpose, mission, and the value you
offer to your audience.



This interactive roadmap is designed to guide you through the event planning process, incorporating the key principles from **"The 22 Laws of Event Marketing."** Use this alongside your workbook to create a successful and impactful event.

Phase 1: Foundation & Strategy

1. Define Your Purpose

- What is the primary goal of your event?

- What specific outcomes do you want to achieve?

- What message do you want to convey to your attendees?

- What action do you want attendees to take after the event?

2. Identify Your Target Audience

- Who are your ideal attendees?

- What are their demographics (age, gender, location, etc.)?

- What are their interests, needs, and pain points?

- How will your event address their needs and provide value?

3. Develop Your Event Brand

- What is the name of your event?

- What is the tagline or slogan?

- What is the overall aesthetic and tone of your event?

- How will your brand identity resonate with your target audience?



4. **Set SMART Goals (Law 4: The Law of the Goal)**

- What are your specific, measurable, achievable, relevant, and time-bound goals for your event?

- How will you track and measure progress towards these goals?

5. Create a Realistic Budget

- What are your anticipated expenses for the event (venue, catering, marketing, etc.)?

- What are your projected revenue sources (ticket sales, sponsorships, etc.)?

- Have you included contingency funds for unexpected costs?



6. Choose the Right Venue & Date:

What type of venue will best suit your event's purpose and target audience?

- What is your expected attendance, and does the venue have sufficient capacity?

- Is the venue conveniently located and accessible for your attendees?

- What date will maximize attendance and avoid conflicts with other major events?

- Does the chosen date allow enough time for planning and promotion?

Phase 2: Logistics & Execution

1. Assemble Your Dream Team

- What skills and expertise are needed to execute your event successfully?
- Who are the key individuals or teams you need to recruit or collaborate with?
- How will you ensure clear communication and collaboration among team members?

2. Develop a Detailed Timeline

- What are the key milestones and deadlines for your event planning process?
- Have you broken down tasks into smaller, manageable steps?
- How will you track progress and ensure tasks are completed on time?



3. **Secure Necessary Permits & Insurance**

- What permits or licenses are required for your event?
- What type of insurance coverage do you need to protect against liability?

4. **Plan Engaging Content & Activities**

- What type of content and activities will resonate with your target audience?
- Will you have speakers, workshops, entertainment, or networking opportunities?
- How will you ensure the content is informative, engaging, and aligned with your event's purpose?

5. Implement a Robust Marketing & Promotion Strategy

What marketing channels will you use to reach your target audience (social media, email, content marketing, etc.)?

- What is your key messaging and call to action?

- How will you track the effectiveness of your marketing efforts?

Phase 3: On-Site Management & Engagement

1. Ensure Seamless Registration & Check-In

- What registration and check-in process will provide the best attendee experience?



- Will you use online registration, on-site registration, or a combination?

- How will you minimize wait times and ensure a smooth flow of attendees?

2. Provide Exceptional Customer Service

- How will you train your staff to be friendly, helpful, and responsive to attendee needs?

- What systems will you have in place to address attendee questions or concerns?

3. Create a Memorable Atmosphere

- How will you design the event space to be visually appealing and conducive to the event's purpose?

- What elements will contribute to a positive and engaging atmosphere?

4. Facilitate Meaningful Networking

- What opportunities will you provide for attendees to connect and build relationships?
- Will you have structured networking activities or create informal spaces for interaction?

5. Capture & Share the Experience

- How will you document the event through photos, videos, and social media?
- How will you encourage attendees to share their experiences online?



Phase 4: Post-Event Analysis & Follow-Up

1. Gather Feedback from Attendees & Stakeholders

How will you collect feedback from attendees and other stakeholders (surveys, interviews, etc.)?

- What specific questions will you ask to evaluate the event's success and identify areas for improvement?

2. Analyze Data & Measure Results

- What key performance indicators (KPIs) will you track to assess whether you achieved your goals?

- How will you analyze the data to gain insights and inform future event planning?

3. Express Gratitude to Your Team & Partners

How will you acknowledge and thank everyone who contributed to the event's success?

4. Follow Up with Attendees & Leads

- How will you maintain communication with attendees after the event?
- What strategies will you use to nurture leads generated at the event?

5. Apply Lessons Learned to Future Events (Law 22: The Law of the Legacy)

- What key takeaways and lessons did you learn from this event?



- How will you apply these insights to improve your planning and execution for future events?

Remember: This roadmap is a tool to facilitate your planning process. Use your workbook to capture your responses, track your progress, and make notes throughout each phase. By actively engaging with these questions and applying the 22 Laws, you'll be well on your way to creating exceptional events.