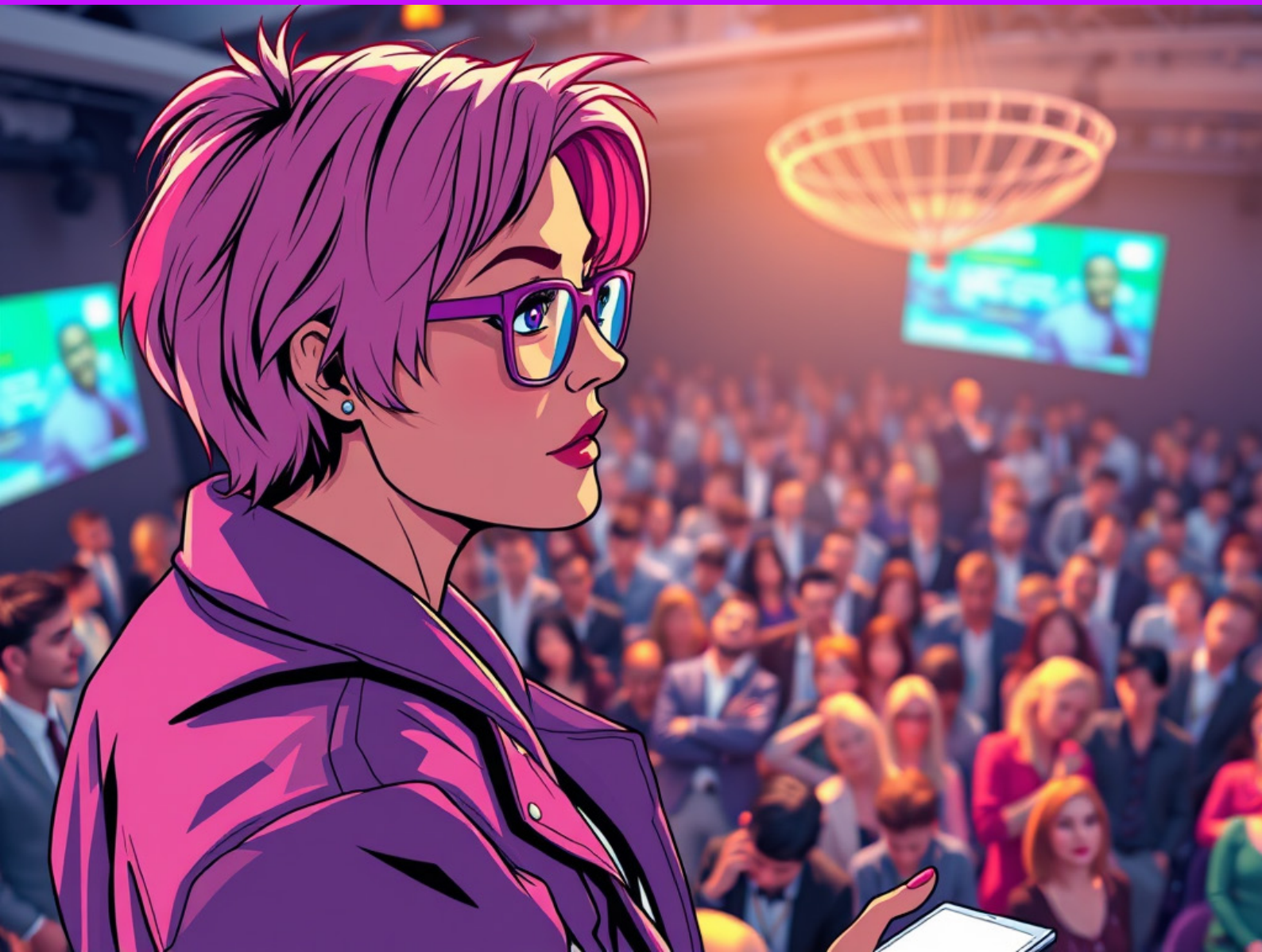




Event Brand Builder - Organizer's Action Template



Phase Planning Checklist

Phase 1: Foundation

Brand Development (Month 1-2)

- Define mission statement:

- Create vision statement:

- Identify 3 core values: 1) _____ 2) _____ 3) _____
- Write unique value proposition:

- Complete brand personality (choose 5): Professional, Innovative, Collaborative, Expert, Approachable, Cutting-edge, Trustworthy, Dynamic
- Trademark application submitted: Date: _____
- Logo finalized and approved: Date: _____
- Brand colors selected: Primary: _____ Secondary: _____
Accent: _____
- Typography chosen: Header: _____ Body: _____



Digital Foundation (Month 2-3)

- Domain name registered: _____
- Website launched (1-page) URL: _____
- LinkedIn company page created: URL: _____
- Primary hashtag decided: # _____
- Email marketing platform set up: Platform: _____
- Google Analytics installed: Tracking ID: _____
- Basic SEO implemented (title tags, meta descriptions)

Guerrilla Marketing Activation (Month 2-3)

- Gentle Presence pre-work engaged
- Mystery Business Cards
- LinkedIn engagement campaign coordinated
- Primary hashtag decided: # _____
- Tech commuter targeting materials
- Elevator pitch competition
- Results documenting: Reach: _____

Engagement: _____ Conversions: _____

Event Execution (Month 4)

- Content calendar created for 3 months
- 5 blog post topics identified:
 - 1. _____
 - 2. _____
 - 3. _____
 - 4. _____
 - 5. _____
- Newsletter template designed
- Social media posting schedule: Frequency: _____

Event Execution (Month 4)

- Venue booked: Venue: _____ Date: _____ Capacity: _____
- Registration system set up
- Attendee personas defined (2-3 types)
- Event agenda finalized
- Speaker/facilitator confirmed
- Photography/videography arranged
- Feedback collection method prepared

Post-Event (Month 5)

- Attendee feedback analyzed
- Thank you emails sent within 48 hours
- Event photos/videos processed and shared
- Success metrics documented:
- Attendance rate: _____%
- Satisfaction score: _____/10
- Net Promoter Score: _____
- LinkedIn connections made: _____
- Lessons learned documented
- Year 2 planning initiated

Phase 2: Community Building

Brand Evolution (Q1)

- Brand guidelines document updated (v2.0)
- Messaging framework refined based on feedback
- Visual identity expanded (templates, presentations, social media)
- Brand storytelling framework created
- Ambassador program designed

Digital Expansion (Q1-Q2)

- Website redesigned with event management features
- Multi-platform social media strategy implemented:
- LinkedIn: _____ posts/week
- Twitter: _____ posts/week
- YouTube: _____ videos/month
- Email automation sequences created
- Event app or digital platform launched
- Content series launched (interviews, case studies)

Partnership Development (Q2)

5 potential partners identified:

1. _____

2. _____

3. _____

4. _____

5. _____

Partnership agreements signed: Count: _____

Cross-promotion activities planned

Sponsor prospectus created

Media partnership established

Guerrilla Marketing Escalation (Q1-Q2)

QR Code Treasure Hunts

Mobile "Demo" Unit

Synchronized LinkedIn Posts

Reverse Engineering Challenge

Industry Influencer Partnerships

Event Format Evolution (Q2-Q3)

- Keynote speakers secured (2-3)
- Multiple session tracks designed
- Networking activities planned
- Exhibitor/sponsor opportunities created
- VIP experience tier launched
- Event capacity expanded to 50

Measurement & Analysis (Q4)

- ROI analysis completed
- Brand awareness metrics tracked
- Community growth measured
- Sponsor satisfaction evaluated
- Year 3 strategy developed

Phase 3: Market Recognition

Industry Positioning (Q1)

- Thought leadership platform established
- Industry research project initiated
- Awards/recognition program launched
- Mentorship program designed
- Media partnership portfolio expanded

Omnichannel Marketing (Q1-Q2)

- Podcast/webinar series launched
- Influencer collaboration program active
- PR and media outreach campaign running
- Year-round community engagement strategy implemented
- Content partnership agreements signed

Advanced Guerrilla Campaigns (Q1-Q2)

- Signature Stunt: The Missing Innovation
- Industry controversy created and managed
- Pop-up Innovation Labs
- The Great German People & Engineering Challenge
- Multi-platform hashtag hijacking coordinated
- Campaign impact measured: Media coverage: _____
Industry buzz: _____ Lead generation: _____

Event Maturation (Q2-Q3)

- Multi-day format consideration completed
- International speakers confirmed
- Comprehensive exhibitor program launched
- Professional networking events scheduled
- Live streaming capabilities implemented
- Event capacity reached 100 attendees

Phase 4: Pre-Launch Preparation

Brand Refinement (Q1)

- Comprehensive brand audit completed
- Brand story documentary in production
- Advisory board with industry leaders established
- Major PR campaign launched
- Strategic partnerships with major tech companies signed

Pre-Launch Viral Strategy (Q1)

- Celebrity tech prank collaborations arranged
- Mysterious countdown campaigns launched
- Fake competitor analysis campaign executed
- Social media time bombs coordinated
- Viral coefficient tracked: Target: _____ Actual: _____

Phase 5: Industry Standard Launch

Full Brand Launch (Q1-Q2)

- Major industry announcement campaign executed
- Thought leadership content series published
- Media tour completed
- International expansion plan activated
- Companion products/services launched

Industry Takeover Campaign (Q1-Q2)

- Multi-city simultaneous activations executed
- Holographic announcement experiences deployed
- Industry-wide meme warfare campaign launched
- Mass personalization project completed
- Total market penetration measured: Coverage: _____%
Engagement: _____%

Event Excellence (Q3)

- Benchmark event status achieved
- Major keynote announcements made
- International attendance secured
- Industry awards ceremony integrated
- 200-person capacity reached

Monthly Action Planning Template

Month: _____ Year: _____

Primary Goals (3 max):

1. _____
2. _____
3. _____

Marketing Focus:

Content pieces to create: _____

Social media campaigns: _____

Partnership activities: _____

Email marketing campaigns: _____

Guerrilla marketing stunts: _____

Budget Allocation: Total: € _____

Content creation: € _____ Technology/tools: € _____

Advertising/promotion: € _____ Guerrilla marketing: € _____

Event preparation: € _____ Miscellaneous: € _____



Key Metrics to Track:

Website visitors: Target: _____ Actual: _____

Email subscribers: Target: _____ Actual: _____

Social media followers: Target: _____ Actual: _____

Event registrations: Target: _____ Actual: _____

Partner contacts: Target: _____ Actual: _____

Week 1 Tasks:

- _____
- _____
- _____

Week 2 Tasks:

- _____
- _____
- _____

Week 3 Tasks:

- _____
- _____
- _____

Week 4 Tasks:

- _____
- _____
- _____

Month-End Review

What worked well: _____

What needs improvement: _____

Key learnings: _____

Next month's priorities: _____



KPI Tracking Dashboard

Brand Awareness Metrics

Metric	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Website Traffic												
Social Media Reach												
Email Open Rate (%)												
Brand Mentions												
Press Coverage												

Community Growth Metrics

Metric	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
LinkedIn Followers												
Email Subscribers												
Event Registrations												
Partnership Count												
Content Engagement												



Brand Awareness Metrics

Metric	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Website Traffic												
Social Media Reach												
Email Open Rate (%)												
Brand Mentions												
Press Coverage												



Stakeholder Management Template

Brand Awareness Metrics

Role	Name	Contact	Responsibilities	Review Frequency
Event Director			Overall strategy, decision making	Weekly
Marketing Manager			Brand building, promotion	Weekly
Content Creator			Blog, social media, materials	Bi-weekly
Operations Manager			Logistics, vendor management	Bi-weekly
Finance Manager			Budget, accounting, reporting	Monthly

External Partners

Organization	Contact Person	Partnership Type	Value Exchange	Review Date
		Venue Partner		
		Technology Sponsor		
		Media Partner		
		Content Partner		
		Industry Association		

Advisory Board (Phase 4+)

Name	COmpany	Expertise	Commitment Level	Last Meeting
		Industry Leadership	Quarterly calls	
		Technology Trends	Quarterly calls	
		Marketing Strategy	Quarterly calls	
		Investment/Growth	Quarterly calls	



Content Calendar Template

Monthly Content Themes

January: New Year Trends & Predictions

February: Technology Innovation Focus

March: Industry Research & Insights

April: Community Spotlight

May: Event Preparation & Previews

June: Post-Event Content & Highlights

July: Summer Learning & Development

August: Partnership Announcements

September: Year-End Strategy

October: Planning Next Year

November: Gratitude & Community Building

December: Year Review & Achievements

Weekly Content Structure

Monday	Tuesday	Wednesday	Thursday	Friday
Industry News Commentary	Educational Blog Post	Video Content / Interview	Community Highlight	Week Roundup
LinkedIn Article	Website Blog	YouTube/LinkedIn Video	Social Media Feature	Newsletter



Budget Planning Worksheet

Phase 1 Budget

Category	Budget	Actual	Variance	Notes
Brand Development				Logo, guidelines, trademark
Website Development				Domain, hosting, basic site
Content Creation				Photography, copywriting
Marketing Materials				Business cards, brochures
Guerrilla Marketing				Business cards, LinkedIn ads, Stickers
Event Production				Venue, catering, materials
TOTAL				

Phase 2 Budget

Category	Budget	Actual	Variance	Notes
Website Redesign				Enhanced features, mobile optimization
Content Production				Video, podcasts, professional content
Speaker Fees				Keynote speakers, travel
Marketing & Advertising				Paid social, PR, partnerships
Guerrilla Marketing				demo, QR codes, partnerships, LinkedIn campaigns
Event Production				Venue, catering, materials, AR equipment and team
Technology Tools				Event app, marketing automation
TOTAL				

Monthly Budget Tracking

Month	Planned	Actual	Variance	Key Expenses
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				
TOTAL				



Event Experience Design Template

Pre-Event Experience Journey

Registration Phase

- Registration page optimized for mobile
- Clear value proposition communicated
- Early bird incentives offered
- Social proof displayed (testimonials, speaker lineup)
- Follow-up email sequence created

Pre-Event Engagement (30 days before)

- Welcome email series designed
- Speaker introduction content created
- Agenda and logistics communicated
- Networking opportunities highlighted
- Event app download promoted

Final Preparations (7 days before)

- Final details email sent
- Parking and venue information provided
- Special instructions communicated
- Emergency contact information shared
- Last-minute excitement building content

On-Site Experience Design

Arrival Experience

- Clear signage and wayfinding
- Efficient check-in process
- Welcome materials prepared
- Networking area setup
- Photo opportunities created

Session Design

- Interactive elements incorporated
- Q&A opportunities planned
- Real-time feedback collection
- Social media integration
- Professional recording setup

Networking Facilitation

- Structured networking activities
- Digital connection facilitation
- Business card alternatives
- Follow-up mechanisms
- Community integration tools

Post-Event Follow-up

Immediate Follow-up (24 hours)

- Thank you email with key takeaways
- Event photos and videos shared
- Presentation materials provided
- Feedback survey sent
- Next steps communicated

Long-term Engagement (30 days)

- Community platform invitations
- Follow-up content series
- One-on-one connection facilitation
- Next event early notification
- Partnership opportunity sharing

Success Measurement Framework

Event Success Metrics

Quantitative Metrics

Attendance Rate: Target: _____% Actual: _____%

Satisfaction Score: Target: ____/10 Actual: ____/10

Net Promoter Score: Target: _____ Actual: _____

Social Media Engagement: Target: _____ Actual: _____

Lead Generation: Target: _____ Actual: _____

Revenue per Attendee: Target: €_____ Actual: €_____

Qualitative Metrics

Brand Perception: Survey responses and sentiment analysis

Content Quality: Feedback on session value and relevance

Networking Effectiveness: Connection quality and follow-up actions

Speaker Performance: Audience engagement and content delivery

Overall Experience: End-to-end journey satisfaction

Brand Building Metrics

Short-term (3 months)

Social media follower growth

Website traffic increase

Email list expansion

Media mentions and coverage

Partnership development

Long-term (12 months)

Brand recognition in industry

Thought leadership positioning

Market share indicators

Revenue growth

Competitive differentiation



Continuous Improvement Process

Post-Event Review Template

What Worked Well?

1. _____
2. _____
3. _____
4. _____
5. _____

What Could Be Improved?

1. _____
2. _____
3. _____
4. _____
5. _____

Key Learnings

1. _____
2. _____
3. _____

Actions for Next Event

1. _____
2. _____
3. _____
4. _____
5. _____

Strategic Adjustments Needed

Brand positioning: _____

Target audience: _____

Content strategy: _____

Marketing approach: _____

Partnership focus: _____