

2. Planning Your Event

To-Do

1. Select a Date and Time

Pick a time that works for your audience. Things to consider are:

- Traffic, especially in major metro areas
- Holidays and school vacations

2. Choose a Reliable Location

Make sure the venue:

- Is easy to find
- Accommodates the size of your intended audience
- Includes all the equipment you'll need (if you don't plan to bring your own)

If you plan to deliver webinars, you'll need software that seamlessly allows your attendees to see, hear and engage with you.

3. Determine Your Content

You'll need to nail this down so you can write your event description and list the key topics that will be covered.

4. Event Landing Page and Registration Form

With your location and content in mind, it's time to set up your event landing page and your registration form.

Be sure your landing page is branded and includes:

- Date & Time
- Location
- Speaker Info

When setting up your registration form, only collect the most important information needed to communicate with your registrants.

We suggest you limit your fields to:

- First and Last Name
- Company Name
- Email Address
- Phone Number
- Website