

Planning checklist for digital events

A complete checklist of activities to carry out a successful digital event. Including the individual roles responsible for each activity.



PRE EVENT

- | | |
|--|---|
| <input type="checkbox"/> Ensure Data Privacy & Security of all Platforms | <input type="checkbox"/> Register People (Paid or Free) |
| <input type="checkbox"/> Set up a Website / Landing page | <input type="checkbox"/> Attendees Management |
| <input type="checkbox"/> Inviting People (By Email) | |

Carried out by the Marketer

- | | |
|--|--|
| <input type="checkbox"/> Choose Webinar / Meeting Platform
Eg. - Zoom
- Webex | <input type="checkbox"/> Setup & Configuration of Live Platform
Eg. - Content management (event agenda, speaker's bio)
- Personalisation with event branding
- Segmenting event into sessions (waiting room & breakout sessions) |
| <input type="checkbox"/> Technical Rehearsals with Hosts & Speakers
Eg. - Share best practices documents to hosts & speakers | |

Carried out by the Digital Event Manager



DURING EVENT

- | | |
|--|--|
| <input type="checkbox"/> Run a Live page | <input type="checkbox"/> Live Engagement / Content Moderation
Eg. - Chat
- Q&A
- Polls |
| <input type="checkbox"/> Live Streaming Equipment | |
| <input type="checkbox"/> Video & Audio Mixing | |
| <input type="checkbox"/> Monitoring Check-ins (Access Control) | <input type="checkbox"/> Share Documents Real time |

Support Users Having Issues

Handle Online Interaction
(Emcee & breaks)

Carried out by the Digital Event Manager

Get Feedback/Survey

Realtime Engagement Analytics



POST EVENT

Recording of live session(s)

Setup a page for past session(s)

Carried out by the Digital Event Manager

Analyse Event Analytics

Ability to Purge / Anonymise Data

Eg. - Who downloaded documents

Send Thank you mail

Carried out by the Marketer