

3 WEEKS PRE-EVENT QUESTIONS & ACTION ITEMS TO COMPLETE

MARKETING CHECKLIST	ACTION	WHO	DATE	NA
What is the current RSVP count?				
Did you capture phone number & email?				
How many e-blasts have gone out?				
What is the open rate of each e-blast?				
Posting 2-4 times a week on Social Media?				
Have you done a video invitation for Social?				
Are event flyers displayed around the office?				
All staff members know details of the event				
IF RSVP NUMBERS ARE LOW	ACTION	WHO	DATE	NA
Review website, social media & e-blasts				
Have you done a Facebook contest?				
Call 20 VIP patients to personally invite them				
Bring a friend campaign				
Do you want to push out?				
IF RSVP NUMBERS ARE HIGH	ACTION	WHO	DATE	NA
Do confirmation calls & qualify attendees				
Do you want to add a second event time?				