

4 WEEKS PRE-EVENT ACTION ITEMS TO COMPLETE

MARKETING CHECKLIST	ACTION	WHO	DATE	NA
Event graphics approved				
Website updated with new technology and event information				
Social Media marketing started				
Data mine patients				
E-blasts scheduled for delivery every Tuesday at 10am - starting 4 weeks out				
Video invitation posted to Social Media				

EVENT LOGISTICS	ACTION	WHO	DATE	NA
All staff members know event details				
Who is taking RSVP calls				
RSVP count				
Patient consultation & closing training				
Exam rooms & forms				
Stop seeing patients 3/4 hrs prior to event				
Facilitator onsite 2 hrs prior to event				
Confirm location				