



# Event Promotion Checklist

Your guide to a stellar event!

## Pre-Event Preparation

### 3–6 Months Before the Event

- Define Clear Goals and Objectives**
  - Determine the purpose of the event.
  - Set measurable goals (e.g., fundraising targets, attendance numbers).
  - Determine who will be helping you.
  - Assign clear roles and responsibilities.
- Identify Target Audience**
  - Understand who you want to attract. Participants, donors, or both.
  - Analyze your past and current supporters. If this is your first event, consider models of other events in your community.
  - Tailor your messaging to resonate with your audience.
- Develop a Strong Event Branding**
  - Create a catchy and memorable event name.
  - Design consistent branding materials.
  - Add EGPAF logo.

- Build an Engaging Event Page.**

*Our EGPAF team will be happy to help you with it!*

**Notes:**

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## Marketing and Promotion

### 2–3 Months Before the Event

*Use our communications guide to help you get started with content creation!*

- Create Compelling Event Content**
  - Write a captivating event description.
  - Highlight key speakers, activities, or unique features.  
*The EGPAF team will be happy to support you with event content, videos, and securing speakers.*
  - Include high-quality images and videos.
- Utilize Email Marketing**
  - Send out save-the-date emails well in advance.
  - Schedule regular email updates leading up to the event.
  - Segment your email list for targeted messaging.
  - Provide clear call-to-actions.
- Leverage Social Media**
  - Create an event hashtag.
  - Schedule regular posts leading up to the event.
  - Use a mix of content (videos, polls, countdowns, testimonials).
  - Engage with followers by responding to comments and messages.
- Collaborate with Influencers and Partners**
  - Identify influencers and partners who align with your cause.
  - Reach out to them individually and encourage them to share event information with their networks.
  - Provide them with promotional materials and sample posts.

**Notes:**

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## Media Outreach

### 1–2 Months Before the Event

#### □ Prepare a Press Kit

- Include a press release, event details, high-quality images, and contact information.
- Share the press kit with local media, bloggers, and online platforms.

#### □ Pitch to Media Outlets

- Reach out to journalists and editors with a compelling story angle.
- Follow up to secure media coverage before, during, and after the event.

#### Notes:

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## Community Engagement

### 1 Month Before the Event

#### □ Engage Your Community

- Use forums, local groups, and community boards to share event details.
- Partner with local businesses and organizations for cross-promotion.

#### □ Engage with EGPAF

- Share your events and activities on social media and tag @EGPAF.
- Use hashtags: #EndAIDS, #AIDSFreeGeneration, #AIDS, #HIV, #GlobalHealth.
- Send us a brief report on your event's success, including photos, videos, and participant feedback.
- Highlight how you got involved, your motivation, and any personal stories related to your support for EGPAF.

#### □ Host Pre-Event Activities

- Organize online or in-person activities to build anticipation (e.g., Q&A sessions, sneak peeks).

#### Notes:

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## On-the-Day Promotion

### Day of the Event

#### □ Live Stream and Real-Time Updates

- Stream the event on social media platforms.
- Post real-time updates, photos, and videos.

#### □ Interactive Elements

- Use live polls, Q&A sessions, and interactive hashtags to engage attendees.

## Post-Event Follow-Up

### After the Event

#### □ Share Event Highlights

- Post-event recap with photos, videos, and key takeaways.
- Thank participants, sponsors, and partners publicly.

#### □ Solicit Feedback

- Send out surveys to gather attendee feedback.
- Use insights to improve future events.

#### □ Express Gratitude

- Send thank-you emails to attendees, donors, and volunteers.
- Highlight the event's success and the impact of their support.

#### Notes:

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