

Strategic Conference Planning Checklist



GOAL

What do you want to accomplish? How will you measure your success? Define your plan and objectives first to maximize your conference attendance.

01



AUDIENCE

Identify your target audience. How will you communicate with them? Will one method work or will multiple methods be necessary? Knowing where and how to focus will save time and resources.

02



BUDGET

You've set your overall conference budget, now focus on each conference. How can you best allocate your conference dollars? Planning ahead and budgeting wisely will help ensure you maximize your conference dollars.

03



DISPLAY

Do you have a display? Does it comply with conference requirements? Will it appeal to your target audience and get your message across? Your display is often your first impression-make sure it's a good one.

04



HANDOUTS

What handouts will you need? Will your printed materials appeal to your target audience? Do you want to include a tchotchke? Get together with your marketing team to make sure your get the right handouts produced.

05



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Audience



Budget



Display



Handouts