EVENT INFLUENCER MARKETING TOOLKIT





This Toolkit Includes

- 1) Live Event Marketing Lifecycle Worksheet Stay on track for planning your next event, starting from 12 weeks out up until the day of. Here's how our team manages our events through the planning process.
- 2) Influencer Webcast Marketing Lifecycle Online events are a WHOLE different beast! Plan a jam-up webcast or webinar, from beginning to end, with this worksheet.
- **3) Live Event Checklist** Don't leave home without it! Here are all the things you need to bring to your live event, plus room to add your own!
- 4) Speaker Scoring and Ranking Form Score and rank the speakers' influence with this worksheet and our guidance. This tool is great for deciding what speakers you want to return for future events.



Tweive Weeks Out

Four to

Influencer	Event	Market	ting	Litecy	'cle

Confirm Event Data and Time Table

Confirm Location

Define Ownership

Local Market

- Define Local Activity
- Identify Partners (online presence)
- Confirm Local Messaging
 Activate Prress Releases

Define

- Workshop Message
- Secure Influencer Agreements
- Budget Cost and Pricing
 Sponsors & Influencers

Develop

- Lead Generation Page (If used Fremium)
- Event Landing Page
- Copy for emails and Ads and Calling Scripts
 Communcation with Influnecers

Marketing

- Landing Pages for Fremium Lead Generation
- Continue to Test PPC/Emails/Social Messaging
- Event Postings
- Ready Telemarketers

Marketing (2)

- Affiliate Marketing
- Influener Marketing Algnment
- Local Outdoor
- Local Press\Media

Marketing

- · Convert Freemiums to Event
- · Continue to Test Message to determine adjustments
- Switch Budget to direct Event Page (if needed)
- Score Influencer Engagement

- Drive Phones Harder
- · Check Email Reminders
- Confirm Venue to Registrants
- · Determine if more list\budget needed

- · Confirm Deliver Matches Promise
- · Confirm and Test Close
- Define\Confirm Post Marketing Sequence
 Coordinate Influencer Surge

- Enagage with Audience, Sponsors, Speakers, Staff
- Peak Enagagment Protocol
- Close gather all data
- · Promise follow up

Post Marketing

- Confirm Closed
- · Contact Attendees and Non-Attendees
- Post Social Engagement Engagage Migrate PlanDrip Marketing/Call Sequence

- Review Successes
- Review Failures
- Review Next Steps
- Roll Peak Influencers to Next Event



Influencer Webcast Lifecycle

Pre Marketing

- Confirm Time Table
- Define Task Ownership
- Get Influencer Agreements

Campaign Development

- Define/Confirm Offer
- Define/Confirm Target
- Define/Confirm Message
- Influencer Agreements Signed

Registration Development

- Develop Content, Videos and Blogs
- Build Landing Page and Set Tracking Pixels
- Build Registration Questions and Format
- Identify Audience Influencers and Engage on Social

Webinar Development

- Build Slides Internal/External
- Influencer Sequence with Close
- Polling Questions
- Closing Sequence

Marketing

- Begin PPC, Emails, Social Media, Influencer Integration
- Activate Partners and Affiliates
- $\bullet\, Test$ Message, Measure, Scout and Adjust
- Track Inflouencer Commitment to Marketing Agreement

Registration Review

- Review Registration, Target Match, Track New Influencers
- Adjust Presentation to Audience
- Check Autoresponders, Social Media Confirmations
- Influencer Pre-engagement with Audience

Deliver <u>W</u>ebinar

- Test Platform (Dry Run)
- Live Tweet and Stream with Influencer Tags
- Record, Slice, Deliver to Marketing
- Monitor Q&A and Audience Response

Follow Up

- Confirm Close
- Contact Attendees, Non-attendees
- Contact and Thank Partners, Affiliates, Sponsors and Influencers
- Drip Marketing/Call Sequence/Survey

Document

- Review Successes
- Review Failures
- Review Next Steps



VIDEO SETUP:

	Cton And Donast					
Ш	Step And Repeat					
	Microphones					
	Video Camera					
	Power Cable					
	Camera Tripod					
	Light Hubs					
	Light Stands					
	Lightbulbs					
	Power Strips					
	Extension cords					
	Batteries					
	○ AA					
	o AAA					
TABL	TOP SETUP:					
	Signage					
	Table Cloth					
_	Table Cloth					
	Way to capture data					
	Way to capture data Business Cards					
	Business Cards					
	,					
	Business Cards Business Cards Holders Demo					
	Business Cards Business Cards Holders Demo Laptop					
	Business Cards Business Cards Holders Demo Laptop Charger					
	Business Cards Business Cards Holders Demo Laptop Charger					
	Business Cards Business Cards Holders Demo Laptop Charger Power Cord					
	Business Cards Business Cards Holders Demo Laptop Charger Power Cord Brochures					
	Business Cards Business Cards Holders Demo Laptop Charger Power Cord Brochures "Swag"					

Speaker Influencer Ranking Event Name: THE CONFERENCE

Event Date: 07/13/2020



Speaker	Owner	LinkedIn	Twitter	Facebook	Other	Total	Reach	Engagement	RANK
Joe Speaker	Jackson	500	1800	350	220	2,870	981,573	25%	В
Jane Speaker	Cait	850	230	180	130	1,390	475,396	25%	С
Pat Speaker	Jen	954	2367	1490	765	5,576	1,907,056	25%	Α

Rank Score based on total, reach, engagement, and response (

Followers and connections , 500, 1,000, 2000, 5,000, 10,000+

Engagement sampling: 10%, 25%, 50%, 50%+ - Score higher if more engagement Response: 10%, 25%, 50%, 50%+ - score higher of speaker responds frequently

RANK is grade based on the above data plus other observations made in notes