

EVENT INFLUENCER MARKETING TOOLKIT



Social JackTM
IT'S ALL ABOUT WHO YOU KNOW!

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.

Influencer Event Marketing Lifecycle



Influencer Webcast Lifecycle



Live Event Setup

VIDEO SETUP:

- ☐ Step And Repeat
- ☐ Microphones
- ☐ Video Camera
- ☐ Power Cable
- ☐ Camera Tripod
- ☐ Light Hubs
- ☐ Light Stands
- ☐ Lightbulbs
- ☐ Power Strips
- ☐ Extension cords
- ☐ Batteries
 - AA
 - AAA

TABLE TOP SETUP:

- ☐ Signage
- ☐ Table Cloth
- ☐ Way to capture data
- ☐ Business Cards
- ☐ Business Cards Holders
- ☐ Demo
- ☐ Laptop
- ☐ Charger
- ☐ Power Cord
- ☐ Brochures
- ☐ "Swag"
- ☐ Pens
- ☐ Brochures
- ☐ Brochure Holders

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%	B
Jane Speaker	Cait	850	230	180	130	1,390	475,396	25%	C
Pat Speaker	Jen	954	2367	1490	765	5,576	1,907,056	25%	A

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 if speaker responds frequently

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