



Planning a convening of any type is a massive undertaking. To help you get started, this checklist includes many key communication components. If you need assistance with part or all of them, the Phillips & Marek team can help!

## Event Planning

- Project Management Plan
- Competitive Analysis
- Learning Objectives
- Value Proposition

## Branding (Event Aesthetics)

- Logo
- Conference Tagline
- Custom Brand Guide
- Branded Templates
- Banners & Backdrops
- Conference Badges
- Expo/Exhibit Spaces
- Information Packets
- Monitor Graphics
- Promotional Items
- Signage (Print & Digital)

## Marketing Materials

- Sponsorship Packets & Guidelines
- Website/Landing Pages
- Save-the-Date Cards
- Invitations
- Event Program

## Promotional Campaigns

- Email Newsletters
- Digital Ads/Banners
- Direct Mail
- Short-form Videos
- Social Media

## Media Relations

- Media Spokesperson Guide
- Spokesperson Training
- Media List Creation
- Media Alert & Press Release Writing
- Alert/Release Distribution & Pitching (includes podcasts)
- Interview Coordination & Follow-up
- On-site Media Management

## Presentation Support (Educational & Visual Assets)




- Brochures
- Handouts
- Infographics
- Scientific Posters
- Speaker Bios
- Speaker Guidelines
- Speaker Presentation Slides

## Post-Event

- Certificates
- Event Recap Video
- Survey/Feedback Forms
- Post-Event Communication

## CONTACT

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