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Event Vision Checklist

Below is a checklist to help set a clear direction and vision for your annual meeting.

- 1. Determine key stakeholders.
 - We suggest:
 - O Chief marketing officer and/or marketing & communications team
 - O Director of meetings
 - O Education team
 - O Executive director or leadership team
- 2. Set the vision for your meeting
- 3. Create an agenda aimed at achieving your meeting's vision
 - O Define attendee personas
 - O Create attendee journeys
 - O Identify your meeting's 'why'
 - Why do people come to this meeting?
 - Is that why **we** want them to come?
 - » If there is a disconnect, how do we close that gap?
 - Does your meeting align with your organization's mission/vision?
 - Is your organization's mission/vision clear to meeting attendees?
 - How does the meeting help your organization achieve its strategic goals?
 - What do we want attendees to feel at this meeting?
 - O Define attendee value
 - What ROI do attendees get from your meeting?
 - What would they miss if they didn't attend?
 - O Achieve consensus on the organization's goals for the meeting
 - What is the call-to-action (CTA) for attendees?
 - » Is that the same for all attendees, or different for different segments?
 - What does success look like for the association?
 - Are you set up to measure the success?
 - » If not, what steps do you need to do so?

We recommend you begin executing on this checklist about one year out from your next event. Once you have agreement across stakeholders on what success looks like for your association, you can begin designing an event that delivers value to attendees **and** achieves maximum return on investment (ROI) for the organization.

For more, check out *The Importance of Thinking Strategically About Your Meeting – and How to Get Started* on our blog.



Ideas, Inspiration & Notes:	