



EVENT CHECKLIST

BEFORE THE EVENT

- Confirm event date, arrival time, and end time with Marketing.
- Review event details (location, audience, talking points, special instructions).
- Pick up swag and event materials from Marketing.
- Pick up Marketing card (only if needed for vendor or on-site purchases).
- Check branded attire (shirt, name tag, any event-specific clothing).
- Ensure transportation is planned and allow time for setup.

AT THE EVENT

- Arrive on time (or early if setup is required).
- Set up booth/table/display using Marketing's brand standards.
- Check that signage is visible and materials are well-organized.
- Engage with attendees and represent the brand professionally.
- Track any payments for expense report.
- Collect attendee insights, questions, or notable interactions.
- Take multiple photos (crowd shots, booth setup, interactions, event environment).

AFTER THE EVENT

- Tear down and pack all materials neatly for return.
- Return Marketing card (if used).
- Return any leftover swag / supplies to Marketing.
- Send event photos to Mackenzie (mgerling@corp.socket.net).
- Complete the Post-Event Questionnaire within 3 days.
- Fill out an Expense Report, if applicable, and submit receipts.
- Report any issues, missing items, or feedback for improving future events.