

Event Strategy Sheet

By documenting your event strategy on a single sheet of paper, you will help your team to stay on track and focused on what really matters.

Click here for a guide to filling it out.



Event Strategy Sheet

"If you fail to plan, you are planning to fail."

Event Name: Date: Location: Purpose:	Need Our attendees want:	Solution Our attendees will love our event because:	Unfair advantage No other events have:	Unique value proposition We're different because:
Audience Our ideal attendee is:	Channels We'll reach our customers by:	Key Metrics The things we have to measure are:	Costs Our major costs will be:	Revenue We'll make money by selling: