


# Campaign Launch Event Checklist Template: Messaging, Media & Social Promotion Management

 Show only Checklist

Display Style  
Default 

## Pre-Event Planning & Messaging

Define campaign messaging, target audience, and overall event goals.

### Define Overall Campaign Goal

Write something...

### Identify Target Audience Persona(s)

Write something...



### Key Message Pillars

- Innovation
- Value
- Customer Focus
- Sustainability

### Estimated Attendance

Enter a number...

### Target Launch Date

Enter date...

### Campaign Tone

- Formal
- Informal
- Energetic
- Professional


## Media Outreach & Press Management

Plan press releases, media kits, and coordinate interviews.

### Press Release Draft

Write something...

## Media Kit (PDF)

 Upload File

## Target Media Outlets

- Local News
- Industry Publications
- National Media

## Press Release Distribution Date

Enter date...

## Scheduled Media Interview Time

Enter time...

## Key Talking Points for Interviews

Write something...

## Primary Contact for Media Inquiries

- Marketing Manager
- PR Agency
- CEO

# Social Media Strategy & Content Creation

Develop a social media calendar, create engaging content, and schedule posts.

### Number of Social Media Posts (Pre-Event)

Enter a number...

### Social Media Platforms to Use

- Facebook
- Instagram
- Twitter
- LinkedIn
- TikTok

### Sample Social Media Graphics

 Upload File

### Hashtag Research & List

Write something...

### Scheduled Post Date (First Post)

Enter date...

## Call to Action for Social Media

Write something...

## Content Pillars for Social Media

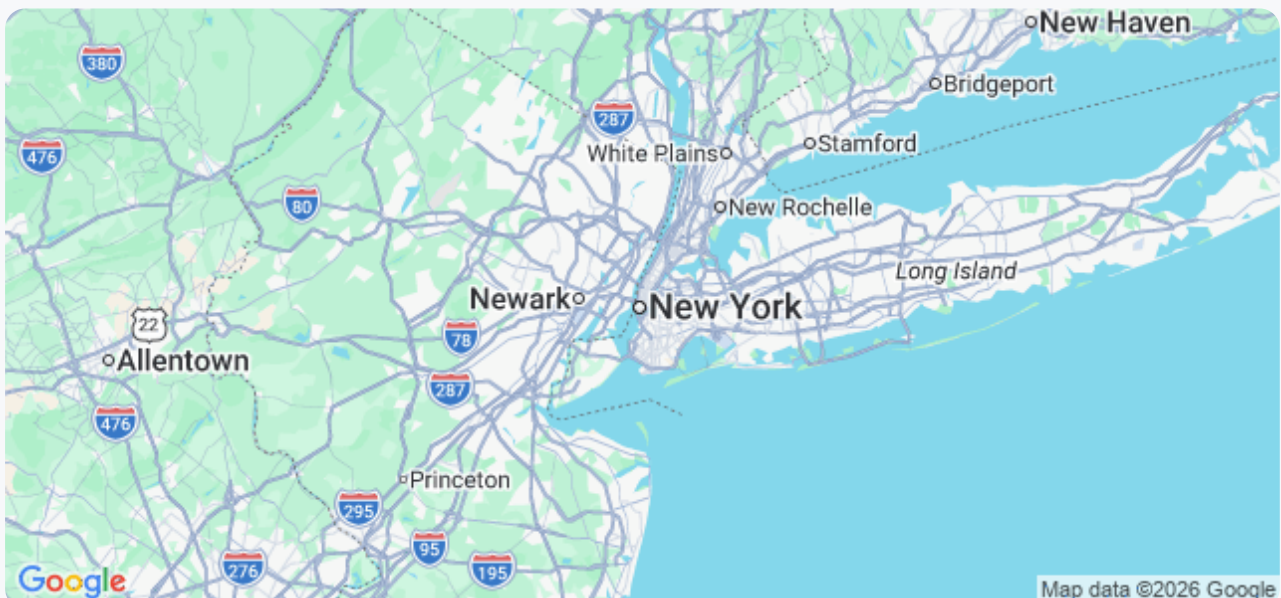
- Behind the Scenes
- Product Features
- Team Introductions
- Customer Testimonials

# Event Logistics & Venue Management

Secure venue, manage catering, AV equipment, and event staff.

## Venue Address

 [Set My Current Location](#)



### Event Date

Enter date...

### Event Start Time

Enter time...

### Estimated Attendance

Enter a number...

### Venue Layout (Map/Diagram)

- Attached
- Not Required

### Venue Contract (PDF)

 Upload File

### Accessibility Considerations?

- Yes
- No
- Not Applicable

### Venue Specific Notes (e.g., load-in instructions, power requirements)

Write something...

## Attendee Management & Registration

Handle registration, confirmations, and communication with attendees.

### Number of Expected Attendees

Enter a number...

### Registration Method

- Online Form
- Phone
- Email

### Registration Deadline

Enter date...

### Ticket Type

- General Admission
- VIP
- Speaker Pass

### Ticket Price (per type)

Enter a number...

### Dietary Restrictions/Accessibility Needs

- Vegetarian
- Vegan
- Gluten-Free
- Wheelchair Accessible
- Other (please specify in long text)

### Additional Notes/Requests

Write something...

# Content & Presentation Preparation

Finalize presentations, demos, and supporting materials.

## Presentation Script/Outline

Write something...

## Presentation Slides (e.g., PowerPoint, Keynote)

 Upload File

## Visual Aids Required (e.g., Demo Props, Videos)

- Demo Prop 1
- Demo Prop 2
- Video Clip 1
- Video Clip 2

## Presentation Time Limit (minutes)

Enter a number...

### Speaker Notes/Talking Points

Write something...

### Presentation Style (e.g., Formal, Interactive)

- Formal
- Interactive
- Hybrid

## Marketing & Promotion

Execute pre-event marketing campaigns across various channels.

### Total Marketing Budget

Enter a number...

### Marketing Channels Utilized

- Email Marketing
- Social Media (Paid)
- Social Media (Organic)
- Website Banners
- Online Advertising (e.g., Google Ads)
- Influencer Marketing
- PR/Media Outreach

### First Promotional Material Launch Date

Enter date...

### Primary Promotional Image/Video

### Key Promotional Hashtags

Write something...

### Estimated Reach (Impressions)

Enter a number...

### Description of the Promotional Messaging

Write something...

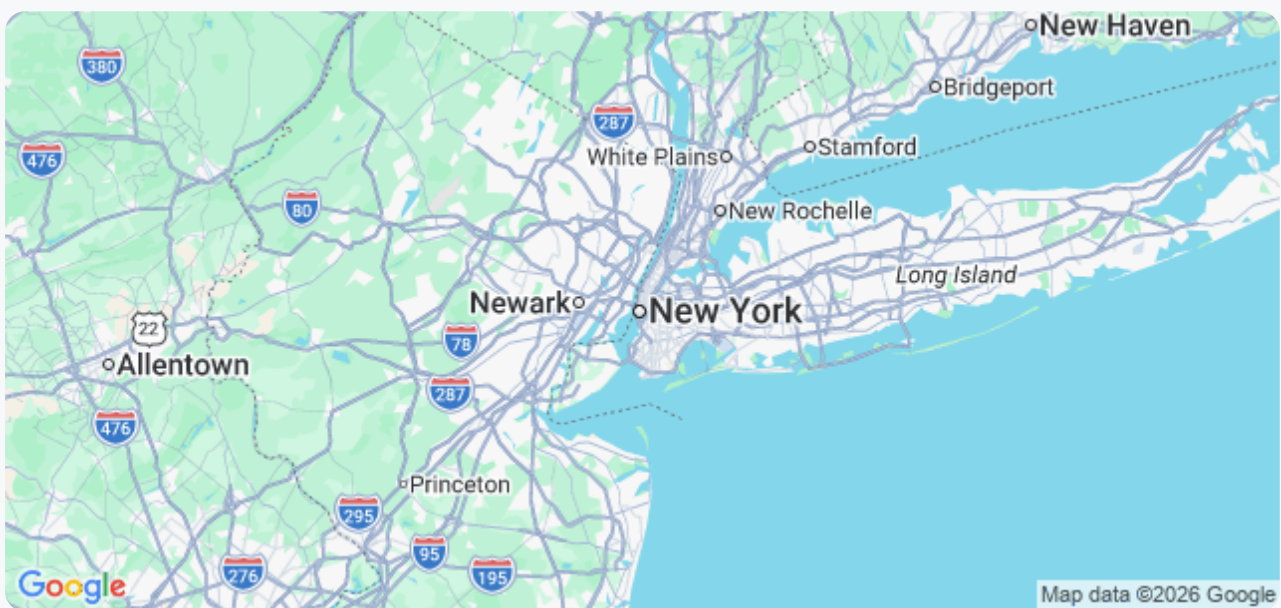
# On-Site Execution

Manage event flow, speaker coordination, and attendee engagement.

## Event Start Time Verification

## Staff Check-in Location Confirmation

 [Set My Current Location](#)



## Registered Attendee Count

### Speaker Arrival Status

- Arrived
- Delayed
- Not Arrived

### AV Equipment Functionality

- Functional
- Minor Issue
- Major Issue

### Noted Issues/Concerns

Write something...

## Post-Event Follow-Up

Send thank you notes, gather feedback, and track campaign results.

### Thank You Email Draft

Write something...

### Number of Thank You Emails Sent

Enter a number...

### Follow-Up Call Strategy Implemented?

- Yes
- No
- Planned

### Date of First Follow-Up Communication

Enter date...

### Which follow-up content was sent?

- Case Study
- Blog Post
- Product Update
- Webinar Invite

### Summary of Attendee Feedback Received

Write something...

# Campaign Measurement & Reporting

Analyze event data and report on campaign effectiveness.

## Total Event Attendees

## Website Traffic (Pre & Post Event)

## Social Media Impressions

## Social Media Engagement (Likes, Shares, Comments)

## Lead Generation (Qualified Leads)

### Overall Event Success Rating (1-5)

- 1 - Poor
- 2 - Fair
- 3 - Average
- 4 - Good
- 5 - Excellent

### Key Takeaways & Lessons Learned

Write something...