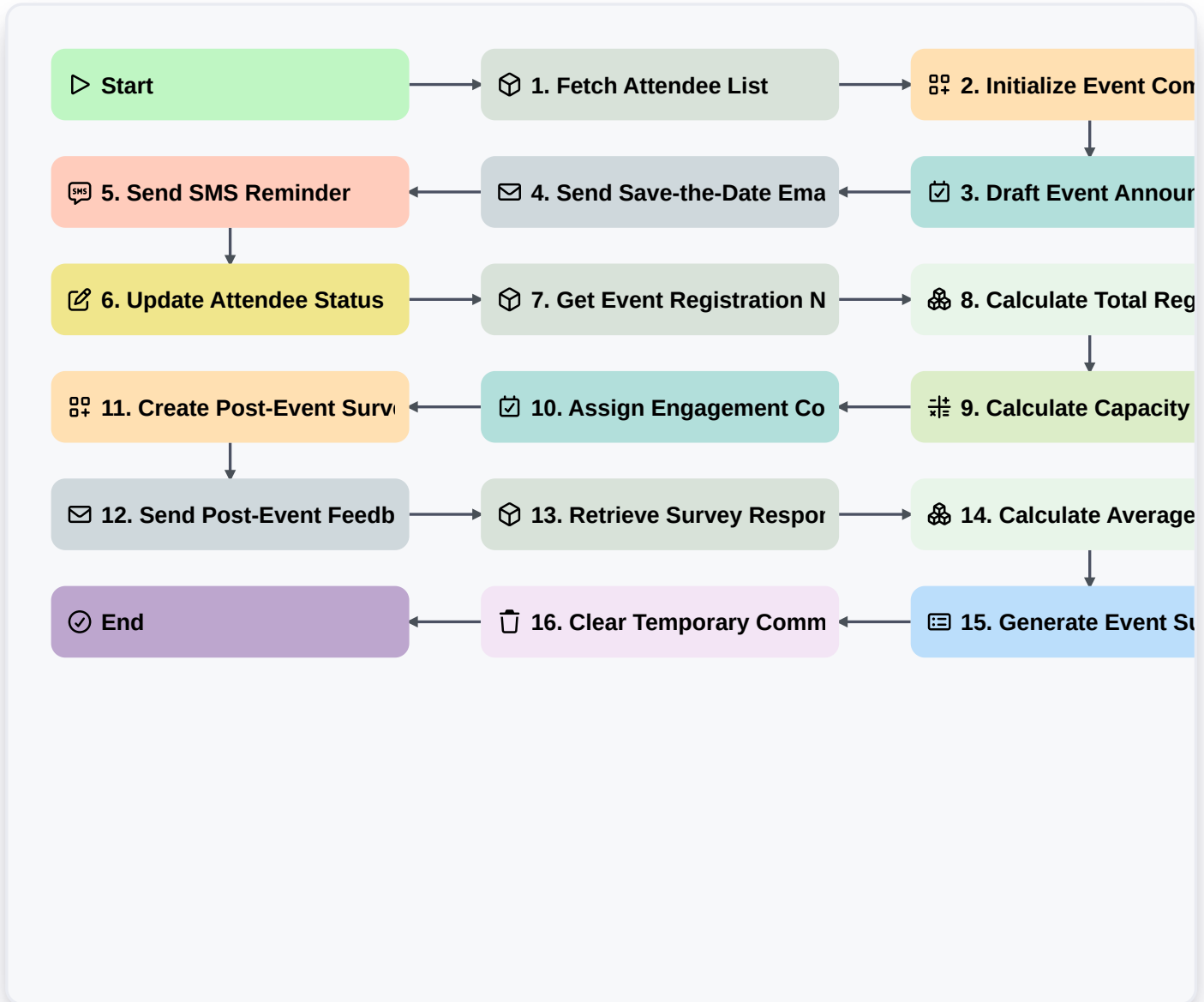


Event Communication And Attendee Engagement Process



▶ Start

Start of the Workflow/Process.

📦 1. Fetch Attendee List

Retrieve all confirmed attendee records from the Attendee Data Model to begin the communication loop.

📋 2. Initialize Event Communication Log

Create a new entry in the Communication Log data model to track all outgoing messages for this specific event.

📧 3. Draft Event Announcement

Create a task for the Marketing Manager to draft the primary event announcement email and SMS content.

✉️ 4. Send Save-the-Date Email

Send the initial 'Save the Date' email to the retrieved list of attendees.

📱 5. Send SMS Reminder

Send a short SMS reminder to attendees 24 hours before the event begins.



6. Update Attendee Status

Update the 'Last Contacted' date in the Attendee Data Model for all processed records.

7. Get Event Registration Numbers

Retrieve all registration entries to calculate current attendance volume.

8. Calculate Total Registered Attendees

Aggregate the registration entries to get the SUM of all confirmed attendees.

9. Calculate Capacity Margin

Calculate the difference between Total Capacity and Total Registered Attendees to determine remaining space.

10. Assign Engagement Coordinator

Create a task for the Event Coordinator to prepare physical engagement materials (badges, swag) based on the attendee count.

11. Create Post-Event Survey

Create a new Survey Data Model entry to be distributed after the event concludes.

12. Send Post-Event Feedback Survey

Send an email to all attendees containing the link to the post-event feedback form.

13. Retrieve Survey Responses

Fetch all completed entries from the Post-Event Survey Data Model.

14. Calculate Average Satisfaction Score

Aggregate survey entries to calculate the AVG of the 'Satisfaction Rating' property.

15. Generate Event Success Report

Create a final report aggregating attendance numbers, satisfaction scores, and communication logs for stakeholders.

16. Clear Temporary Communication Drafts

Delete temporary/draft communication entries from the log once the event cycle is finalized and archived.

End

End of the Workflow/Process.