



Promotional Event Checklist Template: Brand Activation, Giveaways & Social Media Management

Pre-Event Planning & Strategy

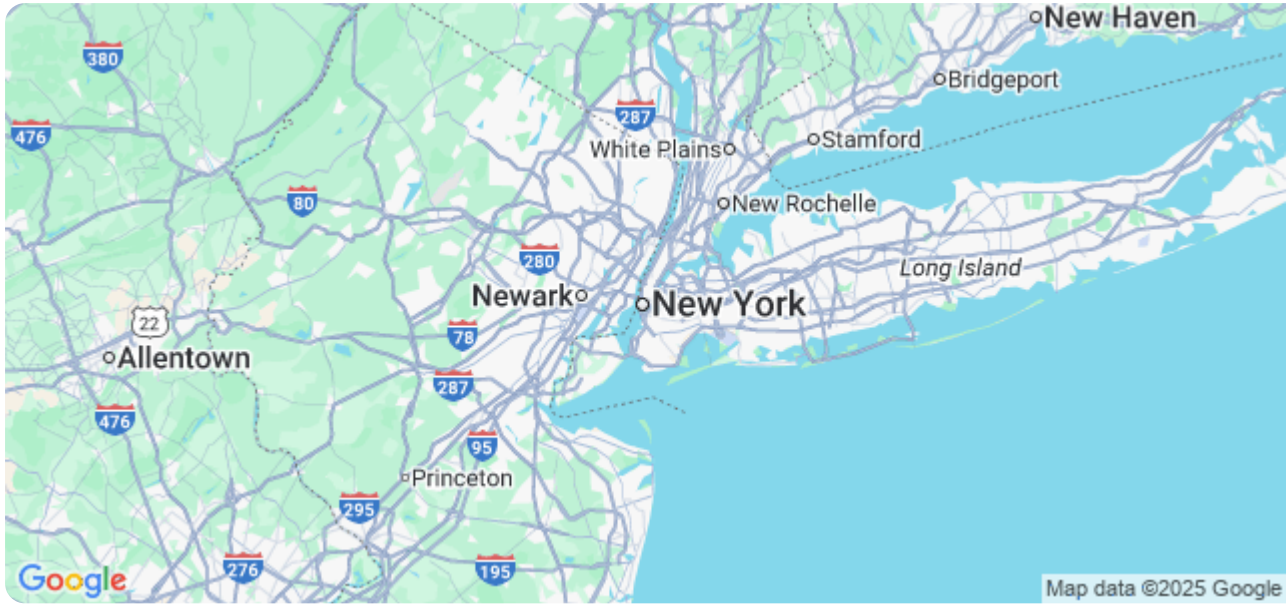
Defining goals, target audience, budget, and overall event theme to align with brand messaging.

Event Budget

Event Date

Target Geographic Area

[📍 Set My Current Location](#)



Event Goals (briefly describe)

Write something...

Primary Brand Message

- Innovation
- Quality
- Customer Service
- Sustainability

Target Audience Demographics

- Age 18-24
- Age 25-34
- Age 35-44
- Professionals
- Families

Brand Activation & Design

Creating a visually engaging event space that reinforces brand identity and key messages.

Event Theme Description

Write something...

Brand Colors to Utilize

- Primary Color
- Secondary Color
- Accent Color


Logo Files (High Resolution)

 Upload File

Brand Messaging & Key Phrases

Write something...

Event Signage Templates

 Upload File

Overall Event Aesthetic (e.g., Modern, Rustic, Elegant)

- Modern
- Rustic
- Elegant
- Minimalist

Giveaway & Merchandise Management

Planning, procuring, and organizing giveaways and merchandise to enhance brand awareness and engagement.

Quantity of Giveaway Item A

Quantity of Giveaway Item B

Branding Options (Logo Placement)

- Front
- Back
- Both

Logo File (PNG/JPG)

 Upload File

Merchandise Options (Check all that apply)

- T-Shirts
- Hats
- Pens
- Keychains

Supplier Contact Name

Write something...

Supplier Phone Number

Write something...

Social Media & Digital Promotion

Developing and executing a social media strategy to promote the event and amplify its reach.

Social Media Campaign Description

Write something...

Social Media Platforms to Utilize

- Facebook
- Instagram
- Twitter
- LinkedIn
- TikTok
- YouTube

Budget Allocation for Social Media Ads

Enter a number...

First Social Media Post Date

Enter date...

Hashtag Strategy

Write something...

Sample Social Media Graphics

 Upload File

Influencer Outreach Strategy

- Yes
- No

Logistics & Operations

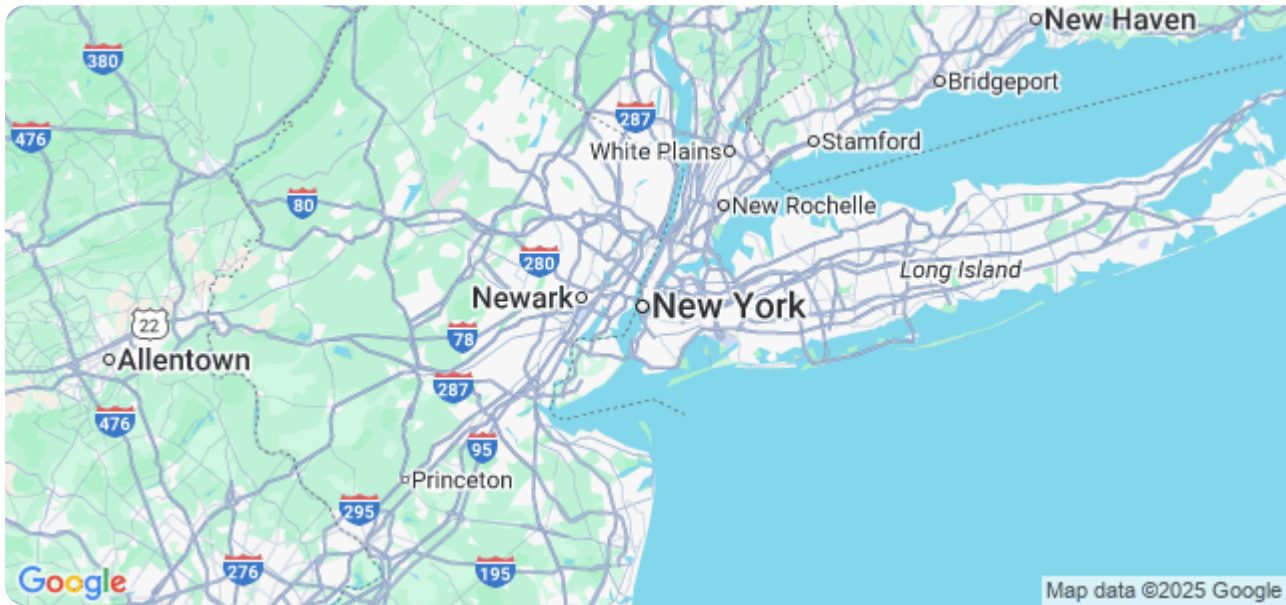
Managing the practical aspects of the event, including venue setup, staffing, and catering.

Total Staff Required

Enter a number...

Venue Address

 Set My Current Location



Event Setup Date

Enter date...

Event Start Time

Catering Vendor Confirmed?

Yes

No

Venue Layout Plan

[Upload File](#)

Estimated Attendee Count

Enter a number...

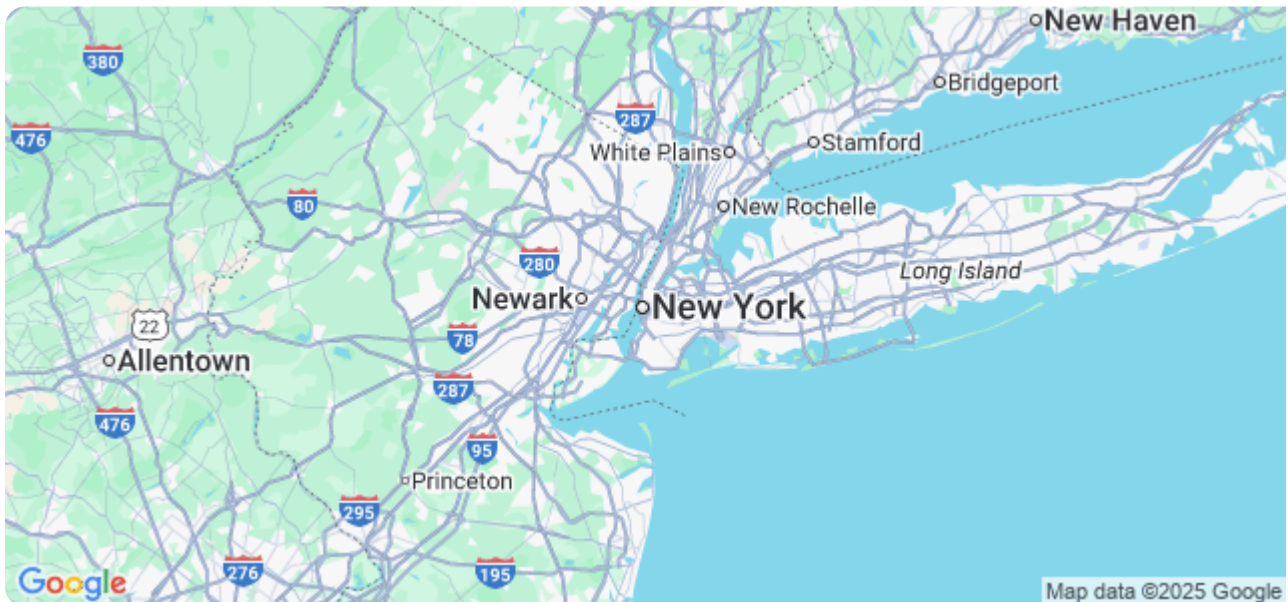
On-Site Execution & Engagement

Delivering a seamless and engaging experience for attendees during the event.

Start Time of Brand Activation Zone

Brand Activation Zone Location (GPS Coordinates)

[Set My Current Location](#)



Number of Staff Present at Activation Zone

Enter a number...

Engagement Activities Performed (e.g., Photo Booth, Games, Demos)

- Photo Booth
- Interactive Games
- Product Demonstrations
- Live Music

Notes on Attendee Engagement and Interactions

Write something...

Estimated Number of Attendees at Activation Zone

Enter a number...

On-Site Manager Signature

Post-Event Follow-Up & Measurement

Analyzing event performance, thanking participants, and leveraging data for future improvements.

Total Event Attendance

Enter a number...

Website Traffic Increase (compared to pre-event)

Enter a number...

Social Media Reach (impressions)

Enter a number...

Number of Leads Generated

Enter a number...

Primary Social Media Platforms Used

- Facebook
- Instagram
- Twitter
- LinkedIn
- TikTok

Overall Event Success (Rate 1-5)

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

Lessons Learned & Recommendations

Write something...