



Virtual Event Planning Checklist

Template: Platform, Tech & Engagement Management

Event Goals & Strategy

Define objectives, target audience, and overall event theme.

Describe the overall event objective(s)

Write something...

Target Number of Attendees

Enter a number...

Primary Event Type (e.g., Conference, Webinar, Workshop)

- ☐ Conference
- ☐ Webinar
- ☐ Workshop
- ☐ Product Launch
- ☐ Networking Event

Key Performance Indicators (KPIs) to Track