[A picture containing text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11729&utm_source=integrated-content&utm_campaign=/content/event-marketing-plan-templates&utm_medium=Event+Marketing+Checklist+doc+11729&lpa=Event+Marketing+Checklist+doc+11729)**EVENT MARKETING CHECKLIST   
TEMPLATE**

|  |  |
| --- | --- |
| **EVENT** | **DATE** |
|  | MM/DD/YEAR |

|  |  |
| --- | --- |
| **X** | CHECKLIST ITEMS |
|  | Event Goals |
|  | Marketing Plan and Budget |
|  | Target Audience |
|  | Ideal Attendee Profile |
|  | Event Website Optimized for Search Engines |
|  | Email Campaign |
|  | Social Media Promotion |
|  | Key Performance Indicators |
|  | Other |
|  | Other |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |