

Event Strategy Sheet

By documenting your event strategy on a single sheet of paper, you will help your team to stay on track and focused on what really matters.

[Click here for a guide to filling it out.](#)



Event Strategy Sheet

“If you fail to plan, you are planning to fail.”

Event Name:

Date:

Location:

Purpose:

Audience

Our ideal attendee is:

Need

Our attendees want:

Channels

We'll reach our customers by:

Solution

Our attendees will love our event because:

Key Metrics

The things we have to measure are:

Unfair advantage

No other events have:

Costs

Our major costs will be:

Unique value proposition

We're different because:

Revenue

We'll make money by selling: