



# Event Comms Planning

	8-12 weeks out (info)	6 weeks out (info, benefits)	4 weeks out (urgency)	1 week prior (personal, excitement)	2 days prior (personal, info)	event date (welcome, reminders)	post event (followup)
Email	Mark your calendar	Register now / Invite to private events	Don't miss early registration	Looking forward to seeing you!	Targeted emails to event attendees	Details, welcome, etc.	Great to meet, thank you, next steps, etc.
Website	Add to calendar (if not present) Event announcement	Tickets on sale, registration open	Registration closing, blog content				Blog: Event recap
App	Calendar add / Event announcement	Register now / Invite to private events	Don't miss early registration	Looking forward to seeing you!	Area information, schedule of events	Details, welcome, personal schedule	Great to meet, thank you, next steps, etc.
Social	Create events / announcements	Invitational posts, messages, etc.	Don't miss early registration, blog share	Looking forward to seeing you!	Details highlights	We're here! Come say hi! Live coverage	Event recap, thank yous to attendees, partners, etc.
Internal	Internal event announcement	Event overview, contact info, links	Ways to participate: sign up lists, etc.	Schedule, promo content to use	Reminders	Any last minute changes	Thank yous! (Very important)