EVENT CHEAT SHEET CHECKLIST

Collaboration requires more than one touch to make a significant connection. The Vice Versa anchor is a helpful way to remind you to create multiple lines of connection to build rapport and relationship to pave the way for opportunities to collaborate. When one of these ways is a face to face or virtual conference, you can rely on this Event Cheat Sheet Checklist as a framework to set you up for success!



Connect with the speakers and attendees online.

At Little Bird Marketing we always create a master Google Sheet to share with all of our team who is attending. We create this three weeks before the event as an easy way to ensure we make all connections up front. But it is also an amazing print out to have with you when sitting at the conference to make sense of the people you are meeting and listening to speak.

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Example Cheat Sheet includes these columns:

Role at Event (Speaker, Sponsor, Attendee), Name, Title, Company, Social Media Handles (use all that apply to your posting plans).

COLLABORATION IS THE NEW COMPETITION

PRO TIP: Keep a master list with multiple tabs and create a formula to populate information for repeat contacts!

PRO TIP: Want to escape the busy work? Make a screen grab video of the conference speaker, sponsor or attendee list (whatever is available) and send this over to a freelancer on Upwork to complete your work in a fraction of the time, or at least a fraction of the cost for you to complete it.

Two weeks before the event:

O Check the event hashtags and see who's already in the conversation.

One week before the event:

O Check in with the organizers. Let them know you're attending the event and see if there's anything you can contribute while you're there, such as being an event ambassador.

At the event:

- Take pictures of people's name tags and contact information so you don't forget who they are.
- O Hand out your business card and collect everyone's information.
- O Have a specific list of questions and know who can best answer them.
- O Share interesting conversations, insights, or facts from the event online and bring more people into the discussion, both at the event and not.

After the event:

- O Reach out to the people you met online on as many platforms as you can.
- Send handwritten thank you notes.

Conference notes & goals: