



Event planning best practices

Set goals

- What do you want to achieve from the event?
- What might your attendees want out of it?
- What would success look like to your organization?
- Are your event goals aligned with your organization's goals?

Use tools to maximize efficiency

EVENT PLANNING TOOLS

- Trello
- Confluence
- Jira
- Miro or Mural
- Slido or Google Forms
(for capturing questions in advance)

REGISTRATION

- Google Calendar, Outlook, etc.
- Meetup
- Bevy

WEBINARS AND LIVE STREAMING

- Zoom webinars
- Airmeet
- YouTube

RESOURCE SHARING

- Confluence
- Email
- Google Drive
- Dropbox

Keep your attendees engaged

- In-session polls, quizzes
- Ice breakers
- Event swag
- Networking opportunities

Measure success

ATTENDEE GROWTH

- Track number of attendees
- Note event topics that draw a larger audience
- Report out on growth quarterly

SATISFACTION

- Survey members to measure satisfaction and capture suggestions for improvement
- Report out on satisfaction in quarterly reports

Notes
