

MODERN REAL ESTATE SUMMIT

EVENT PLANNING CHECKLIST & EXECUTION PLAN

PRE-EVENT

- Date & Time (Wednesday, June 8, 2022 | 12:00pm (PST))
- Venue: _____
- Realtor List (Invite your best agents first!)
- Timeline (Start at the date of the event and work backwards - FOLLOW THE TIMELINE!)
- Invite Graphic (Get custom graphic from **Plug & Play Social Media**)
- Invite Email (Use a service like Mailchimp or send individual emails)
- Invite Text (Follow up with video text message inviting attendees)
- Invite Phone Call (This is crucial! Don't skip this one!)
- Social Media Posts (Post and invite interested parties to Direct message you for more details)
- Overbook Event (Remember that not everyone will show up so it's OK to overbook)

EVENT DAY

- Get the early! (Allow yourself time to get everything ready before attendees show up)
- Make it an event! (What can you do to WOW your attendees!)
- Have Help! (Have your spouse or someone from your office help you as a Brand Ambassador)
- Signage (Have a banner with your brand and directional signs directing attendees to the location of the event)
- Name Tags (Have attendees check-in and get a name tag, this will help you remember who you meet)
- Marketing Message (Have flyers or some leave behind message that you would like to promote!)
- Taking Action Notes (Print off branded note sheets for attendees to take notes on)
- Photos (Make sure to take a lot of photos, candid and posing)
- Snacks/Drinks (Make sure to have something to snack on and something to drink - branding your water bottles is a nice touch)
- Social Media (Post to story and reels during the event - create a #Hashtag for your event)
- Quality Conversations (Make sure to 'touch' everyone who attends - try and have a Quality Conversation with everyone)
- Exit Ticket (Create a handout for your attendees to fill out after the event that will ask specific questions for you to follow up on)

POST-EVENT

- Create A Follow Up Plan
- Send 365 Pass to Attendees
- Host A Mastermind (Host a weekly or monthly smaller mastermind and work on helping implement one idea from the event)

REMEMBER! This is just another reason for you to reach out to your referral partners!



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