



Identifying your event Purpose Goals and Outcomes Worksheet

Hello! Do you want to ensure that your event attendees leave feeling it's been a worthwhile investment of their time to attend whilst at the same time making sure that you are achieving YOUR goals for the event?

It's time to super power your event marketing and make your events truly impactful!

This worksheet is designed to help you identify the true purpose and goals of your event and communicate them effectively. By focusing on the outcomes and benefits that attendees will receive, you can create an event that leaves a lasting impression and drives real change. Don't settle for mediocre events that don't quite hit the spot and get the results that you and your attendees deserve. Use our worksheet to create events that inspire, engage, and transform!

Getting clear on YOUR goals

What is the overall purpose of your event	See note 1
What do you need to get out of this event?	See note 2
How many people do you want to attend?	
What data will you need to capture during your event?	
What is the most suitable time of day/location for your event?	

What do you want attendees to do AFTER the event?	See note 3
What event format would be best for you to achieve your goals?	See note 4
What budget do you have available to promote your event, and where will you spend that budget?	
What evidence do you have that where you choose to spend your budget to promote your event will reach your ideal event attendee?	
What feedback will you want to capture after the event, and how will you capture feedback?	
Does your event deliver on the outcomes that attendees are expecting?	See note 5

Notes:

1. This can be short and to the point, and could be as simple as ‘business engagement’ or ‘Improve Digital Skills in (insert location)’
2. This can become a long list, but have a brainstorm to determine everything you need to get out of this event. Here’s some examples: number of people that sign up to event, number of people who attend, capture the questions that are asked by attendees, that your ideal audience knows what’s on offer or what’s available, stakeholder engagement, does the overall knowledge or opinion change of your attendees from beginning of event to end?
3. This is like a call to action, and something that you will need to repeat at various intervals during your event. Here’s some suggestions: Follow us on social media. Complete this survey. Sign up to this e-mail list. Book a call to learn more.
4. This includes room set up, break out rooms, visual audio requirements, etc
5. This is a chance to review content and make sure that it delivers on the promise!

Getting clear on attendee goals - put yourself in their shoes

Is there a compelling reason to attend that will give your attendee a good return on the investment of their time to attend?	
How will you justify the time investment needed to attend to your ideal attendee?	
How will you justify the time of day/location of your event to your ideal attendee?	
What is the overall value to the attendee of coming along to your event?	See note 1
Why should your attendee come to this event on this date? What's relevant to the date?	See note 2
What will happen or what will they miss out on if they don't attend?	See note 3

Notes:

1. Be very specific on this, and list as many as you can think of. Here's some examples: I won't feel like I'm missing out (digital skills event), I can confidently say I've learnt enough to grow my business (business engagement event), I want to make a difference in the world (fostering event), I've learnt that there is funding available to help me with xyz, etc
2. For example if it's for businesses, you may choose to hold the event in March, so that all your marketing messages can be about preparing your business for the new financial year.



3. People are very often more motivated by their fears than their dreams. Creating FOMO (fear of missing out) ensures that people turn up to the event after registering. It helps make your marketing messages more compelling. For example, we only have 10 grants to give away. We won't be recording this event so you need to turn up in person.

Don't let all your time and energy in organising your event go to waste!

If you're looking to create a buzz around your upcoming event and attract the right attendees, give us a call today on 01245 791969. Our team of experts is here to support you with all your event promotion needs, from creating compelling event pages to crafting effective marketing messages that resonate with your target audience. With our proven strategies and tailored support, you can take your event to the next level and achieve your desired outcomes.

So why wait? Call us now on 01245 791969 to learn more about how we can help you promote your event and make it a success!

PS, you can access an online version of this form

