

AGENDA CHECKLIST

Use this checklist to ensure your agenda document contains all the elements needed to excite and inform your potential registrants of your event. Again, identify the elements that are important to you using the MoSCoW method (mentioned in *Chapter 1, Define Your Event Type*).

Content

- Event title: subtitle
- Event start/end time/date
- Tracks delineated
- Keynote session highlight
- Keynote speaker highlight
- Scheduled breaks
- Session numbers
- Session titles
- Session start/end times
- All times in UTC format/local time zone format
- Session descriptions (long/short form)
- Speaker name/title/company
- Speaker bio
- Speaker picture
- Moderator name/title/company
- Moderator bio
- Moderator picture
- Credit or badging information
- _____
- _____
- _____

Marketing and Distribution

- Sponsor/exhibitor visibility on agenda
- "Other rooms" mentioned on agenda
- Agenda distribution methods defined
- Social media tags listed
- Promotions during event
- Link to website/registration page/landing page
- On-demand availability after live event

- _____
- _____
- _____

Other

- _____
- _____
- _____
- _____
- _____
- _____