

Post-Event Engagement Checklist:

- Respond to registrant contact regarding event
- Check On-Demand period
 - Customize to types of registrants (optional)
- Collect leads (registrant information)
- Upload lead information to sales app (optional)
 - Sort leads if applicable
- Go through reporting from event
 - Choose most popular sessions/speakers for future events
 - Schedule webcast(s)/expo(s)
- Go through feedback from survey(s) from event
 - Discuss changes for future events
- Follow-up with registrants after event - details about On-Demand period, your business/products/services, future events
- Create generic ongoing email campaign for all registrants
- Create customized ongoing email campaign for more engaged registrants
- Collect information about engaged registrants for future sponsors/exhibitors
- Begin planning next event