

Event Marketing Checklist – Speakers

- Provide the event organiser with your bio, photo and introduction script.
- Identify the event hashtag – use it in every social media post.
- Add the event details to your own website and email signature.
- Announce on social media that you are speaking at the event.
- Consider creating a new header image for your social media profiles, including details about the event.
- Consider including details/links in your social media bio.
- If the event organiser has not provided artwork, create your own image, and pin to the top of your social media profiles.
- Write a blog about your presentation (what can attendees expect); share with event organisers.
- Create a teaser video about your presentation (what can attendees expect); share with event organisers.
- Prepare and schedule content.
- Let people know what you are speaking about at the event.
- Ask attendees what burning questions they have about your speaking topic.
- Increase the frequency of posts as the event gets nearer.
- Look for Twitter lists set up by the event organiser, or create your own.
- If creating your own Twitter list, set up automation using Zapier.
- Send messages to relevant people mentioning the event hashtag eg 'Look forward to seeing you there'.
- If an event group has been set up for attendees, be active in there before, during and after the event.
- Use search tools to find people who might be interested in the event. Send direct messages with a personalised invitation.
- On the day – post content (pre-schedule) before your presentation.

- On the day – narrate the day; include photos and video and mention people you meet.
- During the presentation – let people know your social media account details and encourage posting.
- During the presentation – ask the organiser or a colleague to take photos of you speaking, and to post messages from their own account (or your business account, recognising that it is not you personally posting content).
- After your presentation – check notifications and use of the hashtag. Share and respond to any comments.
- After the event – follow up people you met by sending personalised LinkedIn connection requests.
- After the event – upload your presentation to Slideshare and share the link via social media (or directly to delegates only; depending upon your speaker agreement).