

EVENT STRATEGY



EVENT NAME

TANDEM ID

PARTNER

CVENT ID

CONTACT

EVENT DATE

VENUE

START TIME

END TIME

ADDRESS

EVENT TYPE

ABOUT THE EVENT - WHY IS THIS EVENT HAPPENING?

PRIMARY OBJECTIVES

EVENT FORMAT

IN PERSONPUBLIC
VIRTUALPRIVATE
OUTDOORINDOOR

EVENT RECURRENCE

ATTENDANCE GOAL

DRESS CODE

KEY PERFORMANCE INDICATOR

GOAL(S)

KEY STAKEHOLDERS

TOTAL CHECK INS
TOTAL EVENT SURVEYS
NET PROMOTER SCORE
SPEAKER ENGAGEMENT
TOP PERFORMING TOPICS
LIVE POLING RESPONSES
AUDIENCE REACTIONS
SOCIAL MEDIA MENTIONS
TOTAL REGISTRATIONS
DONOR CONVERSION
ACQUIRED DONORS
GIFT AMOUNTS
RETURNING ATTENDEES
OTHER

TARGET AUDIENCE PROFILE

EVENT SPONSORS/PARTNERS

BUDGET

WORKTAGS