

Memorable Event CHECKLIST

(Created on 8/10/23 in a Diana Kander
facilitated session of PCMA and MPI members)

DATE: _____

№	ANTICIPATION	
1	Get your speakers to do an authentic video to tease the event or provide some advanced content	
2	Customized video invite - this can come from a speaker, or president of org or something funny	
3	Interview the speaker in a podcast format and send it out to build anticipation	
4	Vote for the speakers' walk up music	
5	Audition to introduce speakers	
6	Create an exclusive event for early bird registrants with sneak peaks and other bonus content	
7	Make early bird registrations into VIPs - make their lanyard different, give them a special event - create more buzz about signing up early	
8	Do a big reveal before the event to share a keynote speaker or band and build anticipation	
9	Put the early bird registrants in a drawing and the winner gets a limo to pick them up	
10	Set up a list serve or page where people can start connecting before the event	
11	Virtual Happy Hour for new attendees	
12	Create an event page on Facebook and give a prize to the person who can find the most connections	
13	Create an ambassador program in which an experienced attendee is paired up with a group of first timers	
14	National Association of Realtors – You can submit a video to audition to sing at the event	
15	If you ask some registration questions, you could reach out after certain responses to help them have a better experience	
16	Personalize the experience with registration questions: If you could walk away from this event with one thing, what would it be? Meeting a lot of people, learning about tools, or hearing other's experiences with digital transformation? And then have 3 different tracks for each group.	
17	Send out mailers with swag and name badges	
18	Create a list of "Flavors" of the city you're going to. (Restaurant recommendations)	
19	Preview menus- what you'll eat at event	
20	Send a list of suggestions for what to pack	
21	Send the attendees branded luggage tags	
22	Swag boxes- from sponsors ahead of time	
23	Use AI for FAQ page so they can ask questions in real time and get answers	
24	Create a talent share or comedy open mic sign up form for a fun "unofficial" event	

No	ARRIVAL	
25	Chair massages at the registration table	
26	Staff look books to learn the names of all attendees (or a particular group) and know them by name	
27	Ask them during registration what their favorite candy/caffeine beverage is and have it in their room when they arrive	
28	Create a "bodega" where you get to create your own amenities- whole fruit, specialty products of the location, local products, local beverages, snacks - the bodega is open the entire conference and the choice makes it feel personalized	
29	You could gift a book from one of the speakers sponsored by a sponsor (with their sticker on it/insert/cover)	
30	Let them choose their gift from 3 options or 3 colors	
31	Let them customize their gift with an engraving station	
32	Receive a text on the way to airport or arriving to event with great music or a Spotify playlist	
33	When they land at the airport – there's a greeter waiting for them or a check-in table for the conference and a band playing	
34	Put together a "survival kit" for first time attendees	
35	ASAE – had a texting sponsor – if at any time you are having a bad experience, you reply to a prompt with a sad face, and someone will fix it. One attendee hit the sad face because her room wasn't ready, and they took care of it	
36	Have a suite that attendees could go to before their room is ready. You could include snacks and drinks and allow them to start meeting others (This could be a sponsored suite – what an amazing opportunity for the vendor).	
37	Have puppies at the registration table when attendees arrive	
38	Create a greeting line, like a wedding, and have the corporate office line up to greet & hi-five everyone	
39	Customizable badges that let people say "dog lover", "I'm all for hugs", "hold my beer" or share their hobby or interest	
40	Tracking devices in each attendees badge that create custom experiences	
41	Everyone gets a journal, and you can deboss your initials or favorite quote on it	
42	Spin for special prize or spa gift card at the registration table	
43	Specialty drinks at the opening reception that give hints about keynote speaker or entertainment	
44	Customized screen printing of event shirts on site - they can pick their shirt and design	
45	Pick up someone else's lanyard and your job is to find them to give it back. Helps attendees meet each other	
46	Give an access code to a secret speakeasy. Secret info and access to parts of the event.	
47	Welcome Taco Station in the space they will be in for sessions- drop in anytime, not super formal or structured. You can join whenever you arrive	
48	Random acts of kindness for attendees, swap out their chair for comfy one, blankets, etc (could be sponsored by vendors)	

No	ARRIVAL	
49	Partner with non profits- community give back. Attendees can pick what they want to help with	
50	Bring in performing arts with local flavor - actor that plays a famous historical figure, etc.	
51	<p>Create a first timer experience and/or a solo attendee experience. These people need extra love. "Hey, we noticed you're the only one from your company and we want you to invite you to the "welcome experience". "</p> <p>These attendees join rounds, led by a veteran attendee that leads a discussion.</p> <p>ASAE has The Hive – it's based on new people being Newbees – so they have a little bumblebee on their name tags and have a special space to go</p>	
52	Create surprise by offering the first 30% of the people into a conference room a surprise gift and make people say, "How did you get that?" – you can also place them at the front seats to reward people for sitting up front and going in on time.	
53	<p>Pay it forward activities – We're going to paint this guitar for veterans and would love for you to write a note, or We're filling backpacks for local school kids – write a note about something you wish someone would have told you when you were a kid. And bonus, there are additional items you can put into some of the backpacks by visiting the sponsor booths.</p>	
54	Fill it Forward Bottle – Every time you fill up this bottle on site, you scan it, and it helps us keep track of how many plastic bottles we saved during our event.	
55	<p>How can you integrate the performing arts?</p> <p>ASAE – at the opening reception booked a performing arts group that did dance on the side of buildings One year they booked some Hamilton actors and created a Hamilton like song to kick off their event They had a drag queen performing in the round as people came in</p>	
56	Split up the staff so that everyone is responsible for meeting or introducing 10-15 people. These could also be "table hosts".	
57	Non-generic welcome letters that might integrate some of their answers to the registration questions.	
58	When you go to your room, there's a handwritten note on the mirror from someone who you're going to meet at the event later saying they will be your guide and are excited to meet you.	

№	CONTENT	
59	Start the general session with something different – circ de sole performers performing when people walk in	
60	Use an unconference model for part of your content – it's an attendee led discussion. You ask during the opening about what other topics people want to talk about that aren't on the agenda and have the audience vote on their favorites. Then you turn the top 3 or 4 into their own sessions.	
61	Give attendees things to keep them busy at the tables so they didn't turn to their phones – silly putty, Legos, balancing challenges. If you don't give them something to do, they will find it on their own.	
62	Announce that attendees will give a standing ovation before and after every speaker. It will change the energy in the room!	
63	Minimize the awards and organization specific business and make the event more about the attendees. You can do a private reception with the president/board and the award winners. That will still make it special but you won't lose the 30-50% of the room that are first timers and might not even understand the awards.	
64	Make senior leaders attend the content. Most of the time they are at private meetings and not in the room. But they should be the hosts of the party and not spend the whole time at other meetings.	
65	ASAE example - Ask attendees pre-conference to rank their top 5 challenges out of 12 – then group them with trying to solve the same problems.	
66	Make it easy for attendees to find their tribe	
67	Allow speakers for the breakouts to come up on the big stage and give a 2 or 3 minute pitch for their session	
68	Put the speakers' book signings at a sponsors booth to help the vendor engage with conference attendees	
69	Don't just make attendees sit and take in content. Create interactive activities that they can choose between.	
70	Create special access or exclusive events for the highest donors. Give them a special gift.	
71	Include secret messages throughout the event – example, the drink menu tonight has a hint of who our evening entertainer is	
72	Create Instagram-able moments – pride, cool backdrop, a giant image in which they can find their name or picture	
73	Create Office Hours with VIPs – instead of people trying to meet them on an app	
74	Encourage 3rd parties (sponsors) to host their own parties and promote those parties to attendees	
75	Short form content- 10 min or 15 min sessions and have 3 in a row, rather than one 45-min session	
76	Voting by moving around the room rather than voting on your phone	
77	Silent disco - for speakers - they get to pick the channel of speaker they want to listen to. Many in the same room.	

№	CLOSING/DEPARTURE	
78	What if you turned the registration table into a bag check? Or one where they could print boarding passes.	
79	What if you turned it into a shipping station to send home things they picked up during the event that won't fit in their luggage?	
80	The closing should be a celebration of the journey and help them uncover their ROI. Maybe this can be done with a facilitator who helps them reflect. It's like the opposite of an MC.	
81	Don't allow the staff/vendors to start packing up the morning of the last day, it kills the feeling at the end. If you say to attendees that the end is important, demonstrate that.	
82	National Council for Mental Health – after the closing session, you walk out through a tunnel made up of staff and volunteers, clapping and calling your name and giving you high fives. 3000 people go through this tunnel.	
83	Create a departure gift (like they do at kids parties) – this could be a monogrammed luggage tag.	
84	Unveil an art project that has been worked on throughout the event	
85	Champagne toast	
86	Second line – like they do in New Orleans where musicians follow behind	
87	Have a raffle at the end of the conference	
88	Show a recap video of the funniest moments from the event	
89	What if the last speaker was a professional hype man- handed out the wedding foam glow sticks and played club music and it was a fun send off?	
90	Big celebrity keynote at the very end of the event (saving the best for last)	

№	POST EVENT	
91	Let them know that this was more than a meeting, invite them to a Facebook group or some other portal to connect with other attendees	
92	Create a zoom meeting to talk about biggest learnings/takeaways. What's happened when you tried to implement your new ideas.	
93	Mail a photo from the event or a book related to the content	
94	Get their feedback on their way to the airport – text them a simple 5 question survey	
95	Customize the post-event communication - individual videos	
96	Send a special code to attendees to register for next year and they can cancel later if they want	
97	Hand written notes when they get home	
98	Announce next event location	
99	Post card with takeaways that they filled out at the event - mailed to them 2 weeks after	

№	BONUS SCENES	
100	Silent Disco dance party – everyone gets headphones with different channels and everyone is dancing to different music. You can see their station by the color of their headphones and can switch to their color.	
101	"Nike ID" Shoe experience – you can design your own tennis shoes and you get them in a week. Either you design them pre-conference and get the shoes at the event or you design them at the conference and get them a week later.	
102	Lunch in teams – you are given a picnic basket of supplies and you're supposed to make your own food – sandwiches or salads. And each basket is assigned with a discussion topic.	
103	Giant picnic in a field, covered with blankets and picnic baskets and special wine holders for the grass. That was before the event started.	
104	Pat's Potties - Red carpet in front of porta potties, roses in every urinal, flowers in baskets in every ladies room.	

№	YOUR IDEAS	