

# EVENT PARTICIPATION Checklist

## EVENT DETAILS

Event Name: \_\_\_\_\_

Venue: \_\_\_\_\_

Event App: \_\_\_\_\_

Date & Time: \_\_\_\_\_

Registered: \_\_\_\_\_

Parking: \_\_\_\_\_

### PLANNING & PREPARATION

- Define event objectives and goals
- Research venue
- Identify target participants
  - \_\_\_\_\_ Government
  - \_\_\_\_\_ Primes
  - \_\_\_\_\_ Resource partners
- Register in procurement portals
- Perform intel on target agencies and Primes - upcoming projects/forecasting

### MARKETING & SUPPLIES

- Capabilities statement
- Elevator pitch
- Business cards
- Event specific application with completed profile
- Event kit: bag, pens, notepad, water, snacks

### EVENT DAY

- Arrive early
- Attend relevant sessions
- Take stock of interactions
  - \_\_\_\_\_ Body language
  - \_\_\_\_\_ Ask questions
  - \_\_\_\_\_ Mind other's time
- Visit relevant tables
- Stay late

### POST-EVENT WRAP-UP

- Record key contacts
- Send thank-yous to relevant organizers/speakers
- Follow-up selectively - everyone you met may not be good leads
- Evaluate if goals were met
- Document lessons learned for future events.