

# Meet me IRL

How your colleagues are doing events and how you can, too  
#ONA18Events

## **Session facilitators:**

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Welcome! Grab a pen. We'll work through this series of questions together.

### 1: Pick your goal

1. What's your goal? Pick 1 to start.

### 2-7: Make a people plan

2. Who is your audience? Sketch out your ideal event attendee.
3. Who's going to lead your events strategy?
4. Who's going to support it?
5. Who's going to get sucked in at the last-minute because we forgot to plan something? (Hint: No one!)
6. Considering the pros and cons, and your goal, do you want to establish a partnership?
7. If yes, list a few organizations that you could partner with in your community that could help support your goal.

## 8: Choose a style

8. What type of event do you want to host?

## 9: Show me the money

9. Who on your business team are you going to chat with?

## 10-12: Planning

10. When will you host it?

11. What tools do you need?

12. How are you going to tell your desired audience about your event?

## 13: What is success?

13. Based on your goal, how can you measure the success of your event?

## 14. Celebrate!

14. This is not a question. This is a placeholder to celebrate you building a strategy and soon hosting a badass event.