PLAYBOOK · EVENT MARKETING · 2024

Event marketing playbook

A guide for planning and running the marketing for a trade show, from the landing page to the follow-up. I wrote it after running event marketing at one of the companies I worked for, so the next event would not start from a blank page.

3 phases
Before, during and after the event

7 teams briefed
Content, graphics, video, website, product, sales, attendees

1 checklist
Every asset the booth and the feed need

1 Before the event

Most of the work happens here. Start the landing page first because it takes the longest.

Landing page 7 to 14 days

- Send the design requirements.
- Send the content requirements for the event page.
- Get approvals before development starts.
- Keep last year's event page as the reference.

Email and meetings

- Plan and schedule the emails that promote our presence at the event.
- Set up a booking link so visitors can schedule meetings during the event.
- Update the link hub with every event resource.
- Create event-branded email signatures for the team.

Collateral

- Highlight new and upcoming product features.
- Add clean headshots of the team members attending.
- Have downloadable pieces ready: white paper, press releases, case studies, special offers.
- Make a static announcement graphic for the event.
- Make individual and team graphics for LinkedIn.
- Update content and logos in the brochures. Have digital and print versions ready.

Video and blog

- Teaser video promoting our presence at the event.
- Personalized videos for key team members, if possible.
- Recap video from the previous event.
- Intro and outro templates for live coverage videos.
- One blog post related to the event.

Personalized LinkedIn posts

Email every team member attending the event. Give each of them a personal graphic for LinkedIn and short guidance on how to write a post people will engage with.

Social calendar

- Schedule posts that promote the event, the team and the booth location.
- Finalize the pre-event posting calendar in one shared sheet for social posts and collateral.

Asset collection

- Gather all collateral: videos, brochures, case studies, static graphics.
- Check that every QR code links to the right content.
- Put reference material in a shared drive the whole team can open.

Posting times we used shown in India time, change them to the time zone of the event

DAY	WINDOW	BEST TIME
Monday	2:30 PM	2:30 PM
Tuesday and Wednesday	1:30 PM to 3:30 PM	2:30 PM
Thursday	1:30 PM and 5:30 PM	5:30 PM
Friday	2:30 PM to 6:30 PM	4:30 PM
Saturday	1:30 AM	1:30 AM
Sunday	9:30 AM to 5:30 PM	11:30 AM

2 During the event

One person owns live content. Everyone else knows where the booth material lives.

Live content

- Assign one team member to capture booth activity, panel discussions and conversations with attendees.
- Share event updates with images and videos.
- Do live coverage on social media if possible.
- Record every panel discussion and share the key highlights.

Booth content

- Keep booth content easy to reach and up to date.
- Name one person at home base who handles on-site update requests.

3 After the event

The follow-up is where the event turns into pipeline and into lessons for the next one.

Social posts

- Thank-you post for attendees.
- Recap video of our presence at the event.
- Highlights from interviews and panel discussions.
- Comment on the personal posts team members share.

Review and report

- Review engagement on posts, videos and shared content.
- Write up which approaches and content types worked, for future events.
- Check analytics for landing page visits.

Collateral updates

- Update brochures, case studies and other collateral with what we learned.
- Archive all event photos and videos.
- Update the website with new content.

4 Collateral checklist

Tick these off before anyone boards a flight.

Assets

- [ ] Landing page
- [ ] Email signatures
- [ ] Personalized LinkedIn posts
- [ ] Link hub
- [ ] Digital brochure
- [ ] QR codes
- [ ] Case studies
- [ ] White papers
- [ ] Press releases
- [ ] E-books
- [ ] Product categories

Video

- [ ] Teaser videos
- [ ] Recap of the previous event
- [ ] Personalized videos for key team members
- [ ] Product demos
- [ ] Special offers
- [ ] Intro and outro templates for live coverage
- [ ] Booth videos
- [ ] Demo videos

Graphics

- [ ] Graphics of the team members attending
- [ ] Static and motion posts about the event

Links to keep handy

- [ ] Registration code, if any
- [ ] Event collateral folder
- [ ] Event photos folder

5 Who does what

Name one owner per phase before planning starts, then share a brief with every team involved.

One owner for each

- Pre-event planning
- On-site content management
- Post-event follow-up
- Social media and live content
- Content review: approval of the social calendar, landing page content and collateral

Teams that get a brief

- Content
- Graphics
- Video
- Website
- Product
- Sales
- Team members attending

6 How we measure it

Success metrics

- Engagement on social posts: likes, shares, comments.
- Downloads of collateral such as white papers and case studies.
- Leads from booth conversations, outreach, social and email campaigns.
- Users and engagement on the landing page.

Ideas for the next event

- An in-person video that shows visitors how to use the visitor code, book a meeting and what to expect.
- A series of posts on what to expect at the event.
- High-quality headshots of the team, taken ahead of time.

This is my own version of a working document I created in 2024 at one of the companies I worked for. Internal links and names are removed.