

CO-OP CURRICULUM

Event Ground Rules

DEFINE SUCCESS

What does success look like for this event? Consider:

- Number of emails/addresses collected
- Anecdotal feedback
- Survey feedback
- Media attendance

KNOW YOUR AUDIENCE

Who might attend?

What's important to them?

What will their mindset be?

CONSIDER KEY STAKEHOLDERS

Think about your local businesses. How can they benefit?

- And what opportunities are you creating for outside sponsorship?

If you're sponsoring an event, there's often opportunity for free tickets.

- Who could that benefit?

Key attendees/guests. What will their role be?

TELL A STORY

What's the message you want to convey about your DMO?

How will people best remember your DMO or your event?

What's the key takeaway?

Why should they come back or tell their friends?

Will that be best told through words, pictures, an activity?

How are you telling that story in a way that's unique to your DMO?

PROMOTE

When, how and where will people learn about this event?

THINK ONLINE + OFFLINE

How can people learn about or engage with your event online?

Think about people coming from out of town:

- Who, what, where, why, why, how will they get there?

PROMOTE

What worked?

What didn't?

How can you make it better for next time?