



ULTIMATE

Community Events Checklist

Congratulations!

You've got your hands on the Ultimate Community Events Checklist.

Now, all you have to do is get to work

This guide will show you how to start from square one, run your events, and grow your community with local organizers.

Here is an explanation of icons you will see:

★ This is a tip.

It will go into more depth than the tasks and occasionally provide additional resources to look at.

➡ This is a task which can contain sub-tasks

↳ This is a sub-task

Let's get started!

➡ Start a Simple document that outlines every step you took called:

"[Company Name] Event Playbook"

- ★ You will refine this later, but for now use this as a simple "step 1, step 2..." guide for every task you complete.

➡ Create one simple "Event Type" to start off with

- ★ There are many options to choose from: roundtable, panel, networking, fireside chat, workshop, and so on. Keep it simple and pick one you think will work best for your brand.

➡ Target Audience and size.

- ↳ Create a one paragraph description of your target audience
- ↳ Estimate how many people you want at these events

➡ Pick a Date

➡ Book a venue

- ★ Peerspace is a great site for finding event spaces. In addition, check out company offices and coworking spaces in your area. Many local companies are happy to host events in their spaces. All you have to do is ask.

➡ **Post the event online**

- ★ Use an event platform to host the event. You could use Bevy for this!

➡ **Market your event for attendees**

- ★ If you are using Bevy, you can use the integrations for distribution, and the email tools, like smart segmented audiences and triggers, to fill your event.

➡ **Newsletters for the event**

- ↳ Announce the event
(on Social Media, in Bevy, email notify chapter members)
- ↳ Two Weeks before
- ↳ Day before reminder to attendees
- ↳ Post event email

OPTIONAL

➡ **Order food for the event**

- ↳ Plan ahead, how long before the event do you need to order? An hour? Two days?
- ↳ Plates, utensils, cups, napkins, etc.
- ★ Know your audience, venue, and budget. Pizza and beer is a great place to start, you can also get catering from a restaurant or grocery store.

➡ **Book a speaker**

- ★ If your event type involves panelists, speakers, or something similar, LinkedIn Search is a great place to find them. Here's a guide to using [LinkedIn Search](#)

S U C C E S S

Event on track!

If you still have questions ask us at:

help@bevylabs.com

