

# EVENT IN A BOX...

Networks come in all difference sizes. Some are large, some are small. Some fully staffed, others under resourced... What do all need support with?

## Engagement and Event ideas!

### AUDIENCE

Understand your target audience and what they want to get from the event.

### LOGISTICS

Determine type (e.g., social, charity), capacity, location, cost and RSVP tracking.

### UNIQUENESS

Is your event different?  
What is the key attraction?  
Speaker? Empowering?

### MARKETING

How to spread the word?



### NETWORKING

How will you encourage engagement? Leverage Allies to your network?

### ASSESSMENT

ALWAYS  
FOLLOW UP  
AFTER THE EVENT!