

# TOOLKIT ESSENTIALS

## 9 QUESTIONS TO ASK AS YOU START DEVELOPING YOUR NEXT EVENT EXPERIENCE

You've got the team together to produce your next sales meeting, product launch or training session. Before you talk tactics, consider the answers to these questions.

1. Why are we holding this event?
2. What does "success" look like?
3. How does it accomplish our objective?
4. What engages (and disengages) our audience?
5. What moves (and doesn't move) our audience?
6. What is the primary message of the program?
7. How will we support this event or experience before, during and after?
8. How are we showing an understanding of demographics, languages, and inclusion?
9. What investment are we making?