Experiential Marketing Starter Checklist

A short opening checklist for an X Space (a live audio room on X) or an in-person event. Get clear on the purpose, confirm the basics, and agree how follow-up will be handled.

Before you begin

- ☐ State the purpose of the event or Space (a live audio room on X) in one sentence.
- ☐ Confirm format, audience, date, time, and venue or platform.
- ☐ Assign roles: host, moderator, guest coordination, and on-site or live support.
- ☐ Prepare a brief running order and a short spoken introduction.
- ☐ Agree how conversations will be written down and who owns follow-up.
- ☐ Send confirmations, and a same-day reminder, to guests or speakers.
- ☐ After the event, send anything you promised and complete the follow-up steps.

Notes

Event or Space _____

Purpose, in one sentence _____

Date / time / venue or platform _____

Roles (host, guests, follow-up) _____

_____

Running-order notes _____

_____

Follow-up owner and next step _____