TIME FRAME	TASK	ADDITIONAL INFO	COMPLETED?
Before the Event	Announce the event to the digital community.	Ideally, there's a section of the digital community where you publish updates and announcements. If not, create a section for this purpose.	
	Ensure there is a dedicated place where the event information lives.	This could be a section or category of your digital community, or a dedicated Events page. Consider having the event page live on the digital community, and creating a vanity URL of the event section. Then, you'll benefit from directing all event-related traffic and exposure to your digital community.	
	Promote the event on the digital community home page AND most trafficked pages.	Add a banner or widget that promotes the event, and make sure it remains static on the home page and the most popular pages (versus moving off the page in an activity feed).	
	Promote the event through social media and emails.	Work with your social media and email communications teams to make sure the event is consistently mentioned in the time leading up to it, rather than just sharing it one time.	
	Promote the event on your association's main web site.	If your group's digital community is a different destination from it's main web site, then be sure to promote the event on the main site as well.	
	Foster engagement in this events section of your digital community.	Spark engagement in this new destination/section of the digital community with discussion questions, polls, and session previews. A good way to start is by posting event FAQs and tapping some power users to respond with the solutions.	
	Offer digital community users the benefit of early registration.	If the event is open to an audience that's more than just the digital community, then allow digital community users the opportunity for early registration (and promote this benefit).	
After the Event	Continue to foster engagement.	Again, use discussion questions, polls, and surveys to collect feedback and takeaways from the event.	
	Share event content.	Publish any post-event content in the dedicated events section of the digital community. This includes videos, session recaps, documents that were shared in sessions, follow-up information, etc.	

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Created for Community Thrive Conference, August 2021
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