## Producer Overview

*This document is used by your internal event team to track all your event details.*

**EVENT DESCRIPTION**

**<ADD TITLE>**

**<ADD SESSION DESCRIPTION / WRITE UP>**

**LOGISTICS**

|  |  |
| --- | --- |
|  |  |
| Date |  |
| Time |  |
| CRM campaign |  |
| Registration page |  |
| Producer |  |
| Host |  |
| Campaign Manager |  |
| Guest(s)  *Include contact info and LinkedIn profile* |  |

**TIMELINE:**

|  |  |  |
| --- | --- | --- |
| **WEEK** | **DATE** | **ACTION** |
| 4 weeks out | MM/DD/YY | *Launch event campaign with Banzai* |
| 3 weeks out | MM/DD/YY | *Email #1 goes out* |
| 3 weeks out | MM/DD/YY | *Launch social campaign on LinkedIn* |
| 2 weeks out | MM/DD/YY | *Email #2 goes out* |
| 1 week out | MM/DD/YY | *Review speaker slides* |
| 1 week out | MM/DD/YY | *Technical run-through* |
| Day of | MM/DD/YY | *Email with recording sent to all registrants* |

**EVENT RUN OF SHOW**

*EXAMPLE*

**9:45 AM PST:** All panelists log on to check audio and video.

**10:00 AM PST:** 2-minute warning

**10:02 AM PST:** Kick-off webinar

* Welcome
* Housekeeping
* Goal of the webinar
* Panelist introductions

**10:10 AM PST - 10:50 AM PST:**  Main content

**10:50 AM PST:** Q&A

**10:58 AM PST:** Wrap up and thank you