



SHAMROCK
COMPANIES INC.

Your “No-Stress” Event Marketing Checklist



PRE-EVENT PLANNING

60–90 days out

- Set Your Goals**
Do you know what success looks like? (Leads, meetings, pipeline, brand visibility – define it upfront.)
- Lock the Budget**
Is everything accounted for such as booth, travel, swag, shipping and a cushion for the unexpected?
- Timeline**
Do you have a plan with real deadlines for approvals, production and shipping?
- Prep Your Team**
Is everyone aligned on messaging, lead capture and how you’re using giveaways?

PRE-EVENT PREP

2–4 weeks out

- Stay On Brand**
Do your booth, apparel and giveaways all feel cohesive and on-brand?
- Proof Everything**
Has someone reviewed all signage and materials (and caught the small stuff)?
- Drive Traffic Early**
Have you reached out to key prospects and locked in meetings before the show?
- Plan Your Social**
Do you have posts ready, a hashtag strategy and someone owning live updates?
- Confirm Logistics**
Are delivery timelines locked in so you’re not paying for last-minute rush shipping?

AT THE EVENT

On-site execution

- First Impressions Matter**
Take a walk-by before doors open. Does your booth stop people and make sense from 10 feet away?
- Be Fully Stocked**
Are all materials, giveaways and tech ready to go each morning?
- Check Tech + Displays**
Screens, demos, devices – is everything working before the floor opens?
- Define Roles**
Does everyone know their lane (greeter, scanner, closer, VIP conversations)?
- Align Your Pitch**
Can your team clearly and consistently explain what you do in under 30 seconds?
- Stay Organized**
Are meetings confirmed, and is your team prepped on who they're meeting?
- Engage Smartly**
Do you have a tiered giveaway strategy for different audiences?
- Sync Your Leads**
Is everything feeding into your CRM so follow-up isn't delayed?

POST-EVENT FOLLOW-UP

After the event

- Prioritize Leads**
Have you sorted leads into hot/warm/cold within 24 hours?
- Follow Up Fast**
Are your emails written, approved and ready to go?
- Send the Extras**
Do you have thank-you kits ready to ship to key contacts right away?
- Measure What Matters**
Do you have a simple way to report on ROI and cost per lead?

