



Getting Your Event Strategy Framework on Paper

**A Simple (But Not Easy) Plan to Align Your Team &
Illustrate Business Impact**

Complete each Event Strategy Framework component to define your forward outcomes and target audiences. We encourage doing this with your team and/or stakeholders

MISSION/PURPOSE (TODAY)
The reason your team/the event exists

Where do we excel? What are our accomplishments? What makes us or our event unique? What do we offer that is better than anyone else?

VISION (3-5 YEARS)
The future destination, audacious, inspirational

What are we passionate about? What do we want to achieve in the future? Where can we make a difference?

GOALS/OBJECTIVES (2-3 YEARS)
Where to focus your efforts

What gaps could we fill? What are our target markets, stakeholders and the company asking for? What will move the needle?

ANNUAL INITIATIVES

The "must-dos" this year

Blank area for Annual Initiatives

TARGET AUDIENCES

Who you serve, ruthlessly prioritize

Blank area for Target Audiences

RESULTS

What should be measured

How will we know we've achieved our goals? What measures will help us demonstrate our success?

Blank area for Results

Next Step: Prioritize by choosing the Top 3 in each component. Provide the priorities on the Event Strategy Framework Output - One Page Plan.

Want a digital copy of the template?

Scan the QR code below to provide us your contact information and also be entered to win a 30 minute "Ask Me Anything" session with Erica Spoor.



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Need help with your
event strategy?
Contact Us!

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EVENT STRATEGY FRAMEWORK OUTPUT - ONE PAGE PLAN

EVENT STRATEGY FRAMEWORK COMPONENTS

Mission/Purpose (Today)	Our core purpose or mission today:
Vision (3-5 years)	Our aspiration for the future:
Objectives/ Goals	Our 3-5 SMART goals across the event/event type aligned to business priorities:
Annual Priorities	Our short-term priorities:
Key Results (KPI)	<p>Examples:</p> <ul style="list-style-type: none"> • Customer engagement - Audience or account coverage • Virtual - attendee engagement • Sales - New pipeline or existing pipeline/account expansion • Awareness of key messages pre/post event • NPS Score
Guiding Principles	<p>Our principals/values that guide decision making:</p> <p>Examples:</p> <ul style="list-style-type: none"> • Help sales sell - work smarter not harder • Be customer focused • Better understand our stakeholder's goals • Leverage the team's strengths
Target Audiences	<p>Our in-person target audiences are:</p> <p>Our digital target audiences are:</p>