

Networking event planning checklist

Sixty days, four phases, the boxes that actually move the numbers. Make the networking decisions before the agenda locks - that is the whole job.

Event: _____ Date: _____ Owner: _____

8 TO 6 WEEKS OUT - THE DATA FOUNDATIONS

- Write a one-sentence networking objective
- Redesign registration around five intent questions
- Decide the matching mechanism (manual under 300, tool over 300)
- Lock the comms calendar with named owners
- Brief the sponsor team on the data they will get

4 TO 2 WEEKS OUT - MATCHING AND CHOREOGRAPHY

- Build the matching list: two to three named intros each (3 wks)
- Send the matching email with one-click confirm or swap (2 wks)
- Pre-brief speakers on which attendees to look for
- Design the floor: mark where the structured intros happen
- Confirm the run sheet: ushers, prompts, one named owner

EVENT WEEK - THE FLOOR AND THE SAFETY NETS

- Open with the matching system (a two-minute explainer)
- Station named ushers at every transition
- Make conversation prompts visible on every table
- Track who actually met whom (a paper sheet is fine)
- Close with: send your three follow-ups before you leave

48 HOURS AFTER - THE FOLLOW-UP THAT PAYS BACK

- Send each attendee a personalised recap email
- Send each sponsor a topic-demand brief
- Run a three-question attendee survey
- Capture the matches that converted

DID IT WORK? THREE NUMBERS BY WEEK 2

Match conversion above 50% - your matching was relevant

Follow-up intent above 70% - your floor design worked

Sponsor renewal above 80% - your sponsor brief landed