



PR Event Goal Alignment Checklist

- **Define Core Brand Objectives**
 - i. **Review the organization's mission, vision, and values.**
 - ii. **Identify key messages or themes that align with the brand's current marketing strategy.**
- **Establish Specific Event Goals**
 - i. **Decide what you aim to achieve with this event (e.g., product awareness, media coverage, customer engagement).**
 - ii. **Determine how these goals will contribute to long-term brand objectives.**
- **Outline Measurable Outcomes**

- i. **Set clear, quantifiable metrics (e.g., a target number of press mentions, social media reach, or lead generation).**
 - ii. **Assign specific numbers to goals (e.g., attract 50 influencers or gain 5,000 social media interactions).**
- o **Identify Key Audiences**
 - i. **Define the primary and secondary audiences for the event.**
 - ii. **Segment audiences (e.g., potential customers, media, industry influencers) and tailor the message accordingly.**
- o **Connect Event Theme to Brand Story**
 - i. **Ensure the event theme and design support the brand's narrative.**
 - ii. **Create talking points that align with the brand's core message for consistency across presentations, materials, and social media.**
- o **Align with Broader Marketing Initiatives**
 - i. **Integrate the event within the broader marketing campaign (e.g., coordinate with upcoming product launches or media releases).**
 - ii. **Ensure all promotional materials follow the brand's style guide to maintain brand consistency.**
- o **Establish a Content Strategy for the Event**

- i. **Plan pre-event content that builds excitement and anticipation (teasers, email newsletters, social media).**
 - ii. **Decide on live-event content creation (videos, interviews, behind-the-scenes) and post-event content (recap videos, press releases).**
 - o **Determine Post-Event Goals**
 - i. **Define specific follow-up actions to maintain engagement (e.g., surveys, thank-you emails, content sharing).**
 - ii. **Set timelines and assign responsibilities for these post-event actions.**
 - o **Create a Timeline for Goal Reviews**
 - i. **Establish a schedule to check in on goals at key points in the planning process.**
 - ii. **Adjust strategies as needed based on timeline evaluations and feedback from stakeholders.**
 - o **Assign Responsibility**
 - **Identify team members responsible for tracking and achieving each goal.**
 - **Ensure everyone understands their role in aligning the event goals with brand objectives.**

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