

RADICALEDGE
LEARNING CONSULTANTS
52-Week Marketing & Growth Series · Week 32

EVENT MARKETING BLUEPRINT

A Step-by-Step Planning Template to Fill Your Next Event

Successful events are marketed long before they are delivered.

WHAT'S INSIDE

Event Marketing Canvas · 21-Day Promotion Plan · Content Plan · Partnership & Communication Checklists · Success Dashboard · Reflection · Bonus Tracker

For entrepreneurs who want full rooms, not just pretty posters.

BEFORE YOU BEGIN

Why This Matters

Many entrepreneurs spend weeks planning an event but only start promoting it a few days before. Successful events are marketed long before they are delivered.

Whether you're hosting a webinar, a workshop, a networking evening, a product launch, a masterclass, or a retreat — this blueprint will help you create excitement, increase registrations, and improve attendance.

- ✓ Webinar
- ✓ Workshop
- ✓ Networking evening
- ✓ Product launch
- ✓ Masterclass
- ✓ Retreat

THE CANVAS

Event Marketing Canvas

Work through five short steps to define your event before you write a single promotional post.

STEP 1

Define Your Event

EVENT NAME

DATE		TIME
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VENUE / PLATFORM

STEP 2

Your One Big Promise

Complete this sentence.

COMPLETE THE SENTENCE

After attending this event, participants will be able to...

YOUR PROMISE

Example:

"...create a LinkedIn strategy they can implement immediately."

Not: "Learn about LinkedIn."

People register for outcomes.

STEP 3

Who Is This Event For?

Tick all that apply.

- ☐ Entrepreneurs
- ☐ Coaches
- ☐ HR Professionals
- ☐ Students
- ☐ Working Professionals
- ☐ Women Founders
- ☐ Business Owners
- ☐ Other

STEP 4

Three Reasons Someone Should Attend

1.

2.

3.

STEP 5

Your Call to Action

Choose ONE.

- ☐ Register
- ☐ RSVP
- ☐ Join Waitlist
- ☐ Book a Call
- ☐ Scan QR Code

THE PLAN

The 21-Day Promotion Plan

THREE WEEKS BEFORE

- ✓ Announce the event
- ✓ Publish the registration link
- ✓ Invite existing clients
- ✓ Send first email
- ✓ Update LinkedIn

TWO WEEKS BEFORE

- ✓ Share speaker introductions
- ✓ Publish participant testimonials
- ✓ Behind-the-scenes preparation
- ✓ Short educational video
- ✓ Partner mentions

ONE WEEK BEFORE

- ✓ Daily countdown
- ✓ FAQs
- ✓ Reminder email
- ✓ Share agenda
- ✓ Last chance reminder

EVENT DAY

- ✓ Welcome message
- ✓ Stories
- ✓ Photos

- ✓ Live moments
- ✓ Audience testimonials

AFTER THE EVENT

- ✓ Thank-you email
- ✓ Share photos
- ✓ Collect feedback
- ✓ Share key learnings
- ✓ Invite to the next event

CONTENT

Your Content Plan

BEFORE	DURING	AFTER
Stories	Photos	Highlights
Reels	Videos	Success stories
Testimonials	Quotes	Resources
Countdown	Audience reactions	Feedback
Behind the scenes	Live updates	Next event

AMPLIFY

Partnership Checklist

Who can help amplify this event?

- ☐ Industry associations
- ☐ Business communities
- ☐ Existing clients
- ☐ Speakers
- ☐ Sponsors
- ☐ Referral partners
- ☐ Alumni

COMMUNICATION

Communication Checklist

Have you created?

- ☐ Registration page
- ☐ Confirmation email
- ☐ Reminder email
- ☐ WhatsApp reminder
- ☐ Calendar invite
- ☐ Thank-you email

MEASURE

Event Success Dashboard

Registrations	Target: _____	Actual: _____
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Attendance	Target: _____	Actual: _____
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ENGAGEMENT

- ✓ Questions asked
- ✓ Comments
- ✓ Connections made

FEEDBACK SCORE (OUT OF 5)

FUTURE OPPORTUNITIES

- ✓ Leads generated
- ✓ Meetings booked
- ✓ Referrals
- ✓ Collaborations

REFLECT

Event Reflection

WHAT WORKED WELL?

WHAT SURPRISED ME?

WHAT WILL I IMPROVE NEXT TIME?

THE RADICALEDGE 5-5-5 EVENT RULE

5 pieces of value before the event



5 reminders before the event



5 follow-ups after the event

*The event doesn't end when people leave.
It ends when the relationship ends.*

FOUNDER INSIGHT

Market the Transformation

Don't market your event. Market the transformation.

People don't buy workshops. They buy:

- ✓ Confidence
- ✓ Clarity
- ✓ New skills
- ✓ Meaningful connections
- ✓ Business growth

Always communicate the outcome, not just the agenda.

BONUS**Event Promotion Planner**

Track every promotional touchpoint from announcement to follow-up.

TIMELINE	ACTION	STATUS
21 Days Before	Event announcement	☐
18 Days Before	Email #1	☐
14 Days Before	Speaker spotlight	☐
10 Days Before	Testimonial post	☐
7 Days Before	Agenda release	☐
5 Days Before	Reminder email	☐
3 Days Before	Countdown	☐
1 Day Before	Final reminder	☐
Event Day	Live content	☐
1 Day After	Thank-you email	☐
3 Days After	Feedback survey	☐
7 Days After	Share highlights	☐

RADICALEDGE 52-WEEK SERIES

Don't market your event.

Market the transformation.

Week 32 of 52 · radicaledge.in

**CONTACT US**



RadicalEdge Learning Consultants
"From HIRE to RETIRE-EI all the way"



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