2027 Conference Planning Worksheet

Copy once per shortlisted event. Leave unknowns blank, not zero.

Event, dates, city, tier

Ticket and travel

Staff days

Agenda condition and decision date

Session 1

Session 2

Attendee names and roles

Goals (planned, not measured)

Goal 1 and owner

Goal 2 and owner

Goal 3 and owner

30-day follow-up

Week 1 actions and owners

Weeks 2-3 actions and owners

Week 4 review date and owner

Illustrative example

- **Event:** Social Media Week, May 11-13, 2027
- **Tier:** 2
- **Costs:** ticket quote requested; 6 staff days
- **Condition and decision date:** creator measurement session; April 1
- **Sessions:** two creator strategy sessions
- **Attendees:** Director of Social; analyst
- **Goals with owners:** creator brief (Director of Social); reporting template (analyst)
- **Follow-up:** Week 4 review June 14