

EVENT BRAND CHECKLIST

Boost your brand at every touchpoint

PRE-EVENT	EVENT WEBSITE	ONLINE REGISTRATION SYSTEM	EMAIL CAMPAIGNS	REGISTRATION CONFIRMATION	EVENT REMINDERS
	Implement consistent brand color scheme and typography across all pages	Integrate brand logo and tagline into each step of registration	Use branded email templates with consistent header and footer design	Include a branded confirmation number or QR code design	Use brand voice consistently in all reminder copy and messaging
	KNOW BEFORE YOU GO	SOCIAL MEDIA PROFILES AND POSTS	ONLINE ADS	WEBINARS OR VIRTUAL INFO SESSIONS	PROMOTIONAL VIDEOS
	Create an infographic using brand colors and iconography style	Maintain consistent brand imagery and hashtags across all platforms	Ensure all ad creatives align with brand guidelines and event theme	Use branded virtual backgrounds and lower thirds graphics	Open and close with consistent branded animation or bumper
	VIRTUAL EVENT PLATFORM	PRESS KITS	INFLUENCER PARTNERSHIPS AND PROMOTIONS	SPONSOR PROSPECTUS	
Customize platform interface with brand colors and logo placement	Develop a cohesive visual style for all press materials and fact sheets	Provide clear brand guidelines for influencer content creation	Design a visually stunning document showcasing brand and sponsorship opportunities cohesively - prefer infographic style		

IN-EVENT DIGITAL	EVENT MOBILE APP	SOCIAL MEDIA WALLS	INTERACTIVE EVENT MAPS
	Customize app interface with brand colors, icons, and fonts for seamless experience. Choose White Label.	Design a branded frame or overlay for user-generated content displays	Create custom map pins and location markers that align with brand style

IN-EVENT	VENUE EXTERIOR SIGNAGE	ENTRANCE BRANDING <small>(BANNERS, FLAGS, WELCOME MAT, REGISTRATION DESK)</small>	DIRECTIONAL SIGNAGE AND FLOOR DECALS	HANGING BANNERS AND SUSPENDED SIGNAGE	STAGE AND PODIUM BRANDING
	Use large-scale brand elements for high visibility and first impressions	Create an immersive brand experience from the moment attendees arrive	Incorporate brand colors and typography into clear, consistent wayfinding system	Utilize vertical space to reinforce brand presence throughout the venue	Design a cohesive look that enhances speakers while prominently featuring brand
	BACKDROP FOR SPEAKERS AND PANELS	SEATING AREA BRANDING	BRANDED PHOTO OPPORTUNITIES AND BACKDROPS	RESTROOM BRANDING	ELEVATOR WRAPS
	Prefer LED screens with video interstitials and event branding	Subtly incorporate brand elements into comfortable, functional seating arrangements	Design shareable moments that attendees will want to post online	Use unexpected branding moments to surprise and delight attendees	Transform transitional spaces into brand immersion experience
	LANYARDS AND NAME BADGES	EVENT PROGRAMS AND SCHEDULES (PRINTED)	CHARGING STATIONS		
Create functional, attractive credentials that double as wearable branding	Design an easy-to-use guide that serves as a branded keepsake	Transform a necessity into a branded amenity that attendees appreciate			

POST-EVENT	FOLLOW-UP EMAILS	EVENT HIGHLIGHTS	POST-EVENT SURVEYS	EVENT RECAP VIDEOS	CONTENT LIBRARY
	Maintain event branding while transitioning to next steps or future events	Curate branded visual summaries that reinforce key moments and messages	Create a branded survey experience that encourages thoughtful feedback	Produce polished videos with branded intros, lower thirds, and transitions, showcase content produced	Organize materials in a branded, user-friendly digital archive