**EVENT NAME**

*Date • Location*

**Event Messaging**

**Value Proposition:**

*The promise of value to be delivered. Communicates relevancy, quantified value & differentiation.*

**Target Audience:**

*Who are you targeting for your event? Get as specific as possible.*

* *Industry*
* *Segment*
* *Roles*

**Event Objectives:**

*What are your goals for your attendees by attending the event?*

**Attendee Experience Pillars:**

*3 words that describe the experience you are providing. Example: Connections, Ideas, Technologies*

**Positioning Statement:**

*An expression of how your event fills a consumer need*

* *Long (<100 words)*
* *Medium (~70 words)*
* *Short (~30 words)*