

Workshop Preparation Checklist for Marketing and Promotion

Date: _____

To: _____

From: _____

Checklist Items

- Define workshop goals and objectives
- Identify target audience
- Create a compelling workshop title
- Design promotional materials (flyers, social media graphics)
- Set up a registration webpage
- Develop a marketing timeline
- Plan social media posts and email campaigns
- Prepare press releases for local media
- Arrange for testimonials from past participants
- Collect materials and resources needed for the workshop
- Confirm guest speakers or facilitators
- Establish a follow-up strategy post-workshop

Notes:

Best Regards,
