

3.1.2		EBN	EBN	Communication planning	
3.1.3			EBN/ HOST	Identify Comms partners	
3.1.4		EBN	EBN	Highlight partners on Website	
3.1.5		EBN	EBN	Social media kit	
3.1.6		EBN	EBN	Visual Assets	
3.1.7		EBN/HOST	HOST	Videos promotion	
3.1.8		EBN/HOST	EBN	Banners for promotion	
3.1.9	Mutual Agreement needed	EBN	EBN	Physical promotion materials	
3.1.10		HOST	HOST	Local Press	
3.1.11		HOST	HOST	Press coordination	
3.1.12			HOST	Logistics Guide	
3.2				Online elements	
3.2.1	If needed		EBN/ HOST	Identify and contract	
3.3				Communication	
3.3.1		EBN	EBN/ HOST	Visual Identity	
3.3.2		EBN	HOST EBN/ HOST	Visuals Look and feel	
3.3.3		EBN	HOST	Fix comms tools	
3.3.4		HOST	HOST	Physical and Digital Onboarding Guide	
3.3.5	for promotional material linked to location/region	HOST	EBN/ HOST	Stock videos/Images for promotional material	
3.4				Promotion	
3.4.3	Mutual Agreement needed	EBN	EBN	Save the date - visual and calendar options	
3.4.4	Mutual Agreement needed	EBN	EBN	Design Website	
3.4.5	Mutual Agreement needed		EBN	Programme on Website	
3.4.6	Mutual Agreement needed		EBN	Accommodation on Website	
3.4.7	Mutual Agreement needed		EBN	Speaker Bio on Website	
3.4.8	Mutual Agreement needed		EBN	Ticketing on Website	
3.4.9	Both promote - coordinate to avoid overlap		EBN	General Invitation texts	
3.4.10	Both promote - coordinate to avoid overlap		EBN	First invitation email	
3.4.11	Both promote - coordinate to avoid overlap		EBN	Second invitation email	
3.4.12	Both promote - coordinate to avoid overlap		EBN	Third invitation email	
3.4.13	Both promote - coordinate to avoid overlap		EBN	Fourth Invitation email	
3.4.14	Both promote - coordinate to avoid overlap		EBN/ HOST	Thank you email (general) + Feedback link	
3.4.15	Both promote - coordinate to avoid overlap		EBN	Thank you email (specific)	
3.4.16	Both promote - coordinate to avoid overlap		EBN EBN/ HOST	Sharing post event materials	
3.4.17		EBN/HOST	HOST	Social media posts and campaign	
3.5				Support materials	
3.5.1		HOST	EBN/ HOST	Identify (print) materials required	
3.5.2		HOST	HOST	Goodie bags	
3.5.3		EBN	EBN	Lanyards	
3.5.4		HOST	HOST	Hire local support (i.e. Photo + Video)	
4				Final check	
4.1.1		HOST	HOST	Set up equipment	
4.1.2		HOST	HOST	Set up support materials	
4.1.3		HOST	HOST	Check rooms and seating	
4.1.4		HOST	HOST	Check catering	
4.1.5		HOST	HOST	Check equipment	
4.1.6		HOST	HOST	Check materials	
4.1.7		HOST	HOST	Check decor	
4.1.8			EBN/ HOST	The event	