Thank you for hosting a Fishtech event!

We are so glad to have you involved.

As an event host, you are the most important part of making this event a reality. We have put together this toolkit to provide you with all the resources you need to get started, including:

* Event Templates
* Campaign Timeline
* Email Template
* Social Media Posts

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**I. EVENT TEMPLATES**

* Lunch & Learn
	+ 25 guests total including partners
	+ $2,000
* Happy Hour
	+ 25 guests total including partners
	+ $2,000
* Dine & Dash
	+ 25 guests total including partners
	+ $3,000
* DevHops Brew Tour
	+ 30 guests total including partners
	+ $3,000
* Movie Screening
	+ 100 guests total including partners
	+ $3,500
* Sporting Event/Concert
	+ 20 guests total including partners
	+ $4,000
* Spa Day
	+ 20 guests total including partners
	+ $5,000

**II. CAMPAIGN TIMELINE**

* 8 Weeks Out
	+ Save the date!
		- Select event, date, venue, and potential partner sponsors
* 7 Weeks Out
	+ Submit for approval!
		- <https://fishtech.group/marketing/marketing-event-request-form/>
* 6 Weeks Out
	+ Approved!
		- Set event schedule like Topic, Speakers, Timeline, etc
* 5 Weeks Out
	+ Involve Marketing!
		- Provide Marketing with event details for campaign creation and registration page as well as any other collateral needed (Example: custom digital or printed invite)
* 2-4 Weeks Out
	+ Start spreading the news!
		- Begin inviting prospects/clients to your event and have them register via the link provided by Marketing (Word of Mouth/Phone/Email/Social Media)
		- Marketing will provide weekly registration updates
* 1 Week Out
	+ Final details!
		- Begin to finalize the details of your event
		- Adjust headcount if necessary with venue
		- Prep call with all necessary parties
		- Marketing to ship any collateral and swag to event location
* Day of Event
	+ D-day!
		- Arrive early to setup
		- Rock the event
* Post Event
	+ Follow-up & ROI!
		- Marketing will send post event survey
		- Sales rep to follow-up with all event attendees
		- Sales rep to have ISR tie any opportunities from event to Salesforce campaign for ROI tracking

**III. EMAIL TEMPLATE**

Registration Requests

Hello,

I hope you are doing well! I am hosting an event located in XX on XX and would love for you to attend!

The event will feature presentations as well as networking activities and fun group discussions. Please click here (hyperlink to Fishtech’s registration page) for more information. If you are unable to attend but know someone who might be interested, please feel free to forward this email along.

This is a great opportunity to meet other people in our industry and learn about the latest in technology and security.

I hope to see you there!

**IV. SOCIAL MEDIA POSTS**

* 4 Weeks Out
	+ Fishtech is headed to XX on XX. Register for the (event template) event now! (event landing page link)
* 3 Weeks Out
	+ Join Fishtech and (Partner Sponsors) for a morning/afternoon of learning and connecting on XXX! (event landing page link)
* 2 Weeks Out
	+ Learn about (insert the title of speaker’s subject here) at our upcoming (event template) presented by Fishtech and (Partner Sponsors) on XXX (event landing page link)
* 1 Week Out
	+ Join @(Professional Speaker’s Twitter handle) on XXX to learn “Professional Speaker’s Topic Here” (event landing page link)