

The Event Marketer's Prompt Playbook

500 AI prompts for every stage of the event lifecycle — strategy, promotion, on-site, follow-up, and ops.

Curated edition for event marketers and organizers running conferences, trade shows, and corporate events.

This playbook contains 500 prompts organized across 10 parts of the event lifecycle — from strategy and brand through on-site experience, post-event follow-up, and internal ops. The prompts span three modes: some generate (copy, session descriptions, outreach emails), some diagnose (what would a CMO push back on, where did our funnel leak), and some synthesize (competitive teardowns, ROI models, messaging architecture). Use them in order to plan an event from scratch, or jump to the section that matches where you are right now.

How to use this guide

Every prompt is a template. Replace **[BRACKETED PLACEHOLDERS]** with your event's specifics before sending. The more context you give, the better the output - paste your brand guidelines, last year's recap deck, your audience research, or your messaging architecture into the conversation alongside the prompt.

Works with any model. Claude, ChatGPT, Gemini, Copilot - these prompts are model-agnostic. Outputs vary in tone; Claude tends to be more measured, ChatGPT more energetic, Gemini more list-driven. Re-run with a different model when you want a second angle.

"Pair with" tips show tool combos. Each section includes ideas for chaining the prompt with tools you probably already have: web search, your CRM (HubSpot, Salesforce), your CMS, your email platform, your social scheduler, your project tool, your event platform, Excel/Sheets, and standalone web tools.

A few power-user moves before you start:

1. **Build a context block once, reuse forever.** Open a doc with your event one-pager, your ICP, your brand voice rules, your sponsor list, your speaker bios, and your past event metrics. Paste it at the start of every chat. Output quality jumps 10x.
2. **Always specify the format.** "Return as a table with columns X/Y/Z" or "Output 5 variations, each under 280 characters" beats "give me some options."
3. **Ask for the second draft.** First outputs are usually too hype-y. Follow up with: "Now rewrite this with zero filler, no exclamation points, and assume the reader is skeptical."
4. **Use it to interrogate, not just generate.** Some of the best prompts here aren't "write me X" — they're "find the gaps in my plan" or "what would a CMO push back on?"
5. **Keep a prompt log.** When a prompt works, save it with the inputs/outputs. Build your own library on top of this one.

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Part 1 — Strategy & Foundation

Event Strategy & Concept (1–15)

- 1. Event thesis statement.** Help me write a one-sentence thesis for [EVENT NAME], a [FORMAT: conference / summit / roadshow / dinner series] for [TARGET AUDIENCE]. The thesis should answer: what belief are we trying to change in the room? Give me 5 versions ranging from safe to provocative. *Pair with: paste your last 3 event recaps and ask the model to spot the through-line.*
- 2. Event pitch in 60 seconds.** Write a 60-second verbal pitch I can give to a skeptical exec about why we should run [EVENT NAME] in [YEAR]. Lead with the business outcome, not the event itself. Include one stat and one specific outcome metric. *Pair with: your finance team's pipeline math.*
- 3. "Why now" justification.** Why is now the right moment to launch [EVENT NAME] focused on [TOPIC]? Give me 5 macro/industry trends I can cite and 3 trends that argue against it. Be honest about the counterarguments. *Pair with: web search for industry reports from Gartner, Forrester, IDC.*
- 4. Format selection.** I have [BUDGET] and want to reach [AUDIENCE] around [TOPIC]. Compare 6 event formats (1-day summit, multi-day conference, dinner series, executive roundtables, hybrid workshop, virtual-only) on cost, reach, lead quality, and brand impact. Recommend one. *Pair with: your CRM data on what's driven pipeline historically.*
- 5. Theme generation.** Generate 20 possible themes for [EVENT NAME]. Each theme should be 2–4 words, evoke a clear emotion or stance, and avoid clichés like "future of," "next-gen," "unlock," or "reimagine." *Pair with: run the top 5 through a second model for tonal contrast.*
- 6. Differentiation audit.** Here are 5 competing events: [LIST]. What's unclaimed territory? What can [EVENT NAME] own that none of them do? Be specific — don't tell me to "be more authentic." *Pair with: web search for each competitor's recap content and agenda.*
- 7. Event narrative arc.** Help me design the narrative arc of a [LENGTH]-day event for [AUDIENCE]. Map it like a story: setup, inciting incident, rising action, climax, resolution. Tie each act to a session block. *Pair with: your draft agenda.*
- 8. Anti-goals.** What should [EVENT NAME] NOT be? List 10 things — formats, content types, audience profiles, vibes — we should explicitly reject. *Pair with: share with the planning team as a "what we won't do" doc.*
- 9. Audience promise.** Write the single sentence that completes "By the end of [EVENT NAME], you will..." Give me 10 versions. The best one will be specific enough that I could measure whether it happened. *Pair with: your post-event survey questions.*
- 10. Pre-mortem.** Imagine [EVENT NAME] in [YEAR] was a disaster. List 15 specific reasons why it failed — content, audience, logistics, marketing, partnerships, brand. Rank by likelihood. *Pair with: turn into a risk register in your PM tool.*

11. Geographic strategy. I'm choosing between [CITY 1], [CITY 2], and [CITY 3] for [EVENT NAME]. Compare on: audience density, travel friction, venue cost, brand signal, weather, competitive event calendar. *Pair with: web search for major industry events in each city by date.*

12. Date selection logic. Help me pick the best week to host [EVENT NAME] in [YEAR]. Audience is [AUDIENCE]. Consider: industry conference calendar, fiscal quarters, holidays, school calendars, summer drag, weather. Avoid [DATES TO AVOID]. *Pair with: web search "[industry] conference calendar [year]"*.

13. Cadence decision. Should [EVENT NAME] be annual, biannual, or quarterly? Argue all three positions, then recommend based on [GOAL: pipeline / brand / community].

14. Brand-event fit. Does running [EVENT NAME] reinforce or dilute [COMPANY]'s brand position as [CURRENT POSITION]? Make the case for and against. *Pair with: pull your brand book or positioning doc into context.*

15. Stakeholder map. List every stakeholder in [EVENT NAME] — internal and external. For each, identify what they need from the event and what they're worried about. Use a 2-column format. *Pair with: turn into a stakeholder comms plan in your PM tool.*

Audience Research & Personas (16–27)

16. ICP profile. Build a detailed ideal-customer-profile for [EVENT NAME] attendees. Cover: role, seniority, company size, industry, geography, buying authority, current pain points, what they read, who they trust, what events they already attend. *Pair with: HubSpot/Salesforce filter on closed-won deals from the last 12 months.*

17. Audience tier model. Break my [EVENT NAME] audience into 3 tiers: dream attendees (10%), core attendees (60%), nice-to-have (30%). For each tier, list characteristics, marketing channels, and projected % of total registrations. *Pair with: your marketing ops dashboard.*

18. Persona deep-dive. Write a detailed persona for "[PERSONA TITLE]" — our most valuable attendee for [EVENT NAME]. Include: a day in their life, their top 3 pains, their top 3 ambitions, what they think about events like ours, the 3 things that would make them register, the 3 things that would make them skip. *Pair with: interview transcripts via your call recorder.*

19. Voice of customer mining. I'll paste in survey responses from last year. Identify the top 10 verbatim phrases attendees used to describe value, pain, and confusion. Group thematically. Output as a table. *Pair with: export from Typeform, Qualtrics, or SurveyMonkey.*

20. Pain inventory. What are the top 20 specific pains my target audience ([AUDIENCE]) is dealing with right now in [INDUSTRY/FUNCTION]? Rank by which ones our event can credibly address. *Pair with: cross-reference with sales call notes from Gong or Chorus.*

21. Audience objections. List the top 15 reasons our target attendee might say no to registering for [EVENT NAME]. For each, give the most honest counter-argument we could make. *Pair with: build into your registration page FAQ.*

22. Decision-maker map. Who actually decides whether someone attends a [PRICE] event like [EVENT NAME]? Map the chain: the attendee, their manager, their finance team. What does each need to see to approve it? *Pair with: build a "boss letter" template.*

23. Audience research interview guide. Write a 30-minute interview script for talking to 10 prospective [EVENT NAME] attendees. Goal: understand what would make this event a "drop

everything" yes. 15 questions, mostly open. *Pair with: run interviews via Zoom + a transcription tool.*

24. Persona-to-session matrix. Here are my 3 personas: [PASTE]. Here are my draft sessions: [PASTE]. Build a matrix showing which session targets which persona. Flag gaps. *Pair with: share with content programmers.*

25. First-timer vs. returning. Build separate marketing journey maps for first-time vs. returning attendees of [EVENT NAME]. Different channels, different messages. *Pair with: segment your email list in HubSpot or Marketo.*

26. Persona reading list. What podcasts, newsletters, books, Substacks, and creators does [PERSONA NAME] consume? List 20, organized by category. *Pair with: target these for partnerships, sponsorships, and influencer outreach.*

27. Persona watering holes. Where does [PERSONA NAME] hang out online? List Slack communities, subreddits, Discord servers, LinkedIn groups, niche conferences, and forums. *Pair with: useful for community-led growth tactics.*

Goals, KPIs & Measurement Planning (28–42)

28. Goal hierarchy. Help me build a goal hierarchy for [EVENT NAME]: one north-star goal, 3 supporting goals, and 3 leading indicators for each supporting goal. *Pair with: your OKR system.*

29. KPI definitions. Define these event KPIs in plain English with formulas: registration rate, attendance rate, lead-to-pipeline conversion, cost per registered, cost per sales-qualified lead, NPS, content-to-pipeline attribution. *Pair with: paste into your event KPI dashboard glossary.*

30. Pipeline math. I have [BUDGET] for [EVENT NAME] and need to justify it via pipeline. Work backwards from average deal size [ACV] and lead-to-deal conversion rate [%]. How many SQLs do I need? *Pair with: pull conversion benchmarks from your sales ops team.*

31. Attribution framework. Compare first-touch, last-touch, multi-touch, and weighted attribution for event marketing. Recommend one for [EVENT NAME] given my CRM is [HUBSPOT/SALESFORCE/MARKETO]. *Pair with: confirm with marketing ops before committing.*

32. Measurement plan template. Build a measurement plan for [EVENT NAME] with: metric, definition, target, source system, owner, reporting cadence. Output as a table. *Pair with: turn into a tracker in Sheets or Excel.*

33. Survey question audit. Here are my post-event survey questions: [PASTE]. Which are vanity? Which would actually predict next-year attendance and pipeline? Cut by half. *Pair with: rebuild in Typeform or your survey platform.*

34. Benchmark hunt. What are typical industry benchmarks for [METRIC: registration-to-attendance, NPS, lead conversion] for a [EVENT TYPE] of size [SIZE]? Give ranges, not single numbers, and cite sources. *Pair with: web search for "[EventType] benchmarks [year]"*.

35. ROI model. Build a 1-page ROI model for [EVENT NAME]. Costs on one side, revenue/pipeline impact on the other. Be transparent about assumptions. *Pair with: Excel/Sheets template for finance review.*

- 36. Funnel diagnostic.** Here are my funnel numbers from last year: [REG / ATTEND / ENGAGED / SQL / OPP / CLOSED]. Where's the biggest leak? What's the cheapest fix? *Pair with: pull your funnel data from HubSpot or Salesforce reports.*
- 37. Cost-per-attendee calculator.** Walk me through how to calculate true cost-per-attendee for [EVENT NAME], including the costs people forget (internal time, opportunity cost, content production). *Pair with: review with finance.*
- 38. Post-event scorecard.** Design a 1-page scorecard for the week after [EVENT NAME] — what hard numbers leadership will want within 7 days. *Pair with: prep templates before the event so you're not scrambling.*
- 39. Counter-metric design.** For every KPI I'm chasing, what's the counter-metric that could deteriorate if I over-optimize? Example: chasing reg numbers can tank attendee quality. *Pair with: useful in goal-setting sessions to avoid Goodhart's Law.*
- 40. Investment thesis memo.** Write a 1-page memo to my CFO making the case for [INCREASED/MAINTAINED/REDUCED] investment in [EVENT NAME] next year. Tone: analytical, honest. *Pair with: real data from your dashboards.*
- 41. Lead scoring for events.** Build a lead-scoring model specifically for [EVENT NAME] attendees: which behaviors (session attendance, expo visits, app activity) should weight most? *Pair with: implement in HubSpot/Marketo lead scoring or your CDP.*
- 42. Year-over-year analysis.** Here's last year's report: [PASTE]. Here's this year's plan: [PASTE]. Build a YoY comparison framework — what should be flat, growing, shrinking? *Pair with: pull data from your event platform.*

Competitive & Market Analysis (43–54)

- 43. Competitive event teardown.** Teardown [COMPETITOR EVENT]: format, audience, content themes, sponsors, pricing, positioning. What are they doing well? What's their weakness? *Pair with: web search their website, recap content, and last 3 LinkedIn posts.*
- 44. Sponsor overlap analysis.** Here are sponsors at [COMPETITOR EVENTS]: [PASTE]. Which appear at multiple events? Which would be net-new for us? *Pair with: web search sponsor pages of competing events.*
- 45. Speaker overlap analysis.** Here are speakers at [COMPETITOR EVENTS]: Who's the "always there" speaker we should approach early? Who's overexposed and should be avoided? *Pair with: speaker bureau databases like Big Speak or AAE.*
- 46. Pricing benchmark.** Here are 8 comparable events: [LIST]. Pull their ticket pricing tiers if available. Build a comparison table. Recommend a pricing strategy for [EVENT NAME]. *Pair with: web search current registration pages — pricing changes by quarter.*
- 47. Pricing strategy.** I want to launch [EVENT NAME] at [PRICE]. Make the case for going 20% higher and 20% lower. *Pair with: paste comp data from the pricing benchmark prompt.*
- 48. Content gap analysis.** Here are agendas from 5 competing events: [PASTE]. What topics are over-covered? What's underserved? *Pair with: web search recent agendas. *Run in Gemini for most current website information**

49. Lookalike event identification. Find 10 events that aren't direct competitors but reach a similar audience to [EVENT NAME]. These could be partnership or audience-acquisition targets. *Pair with: web search "[topic] [year] conferences" and "[topic] meetup".*

50. Industry trend synthesis. What are the 5 biggest shifts in [INDUSTRY] happening in [YEAR]? Cite sources. Map each to a potential session or theme for [EVENT NAME]. *Pair with: web search analyst reports.*

51. Format innovation scan. Find 5 event formats that have emerged in the last 3 years and are picking up steam. Brief description + relevance to [EVENT NAME]. *Pair with: web search "event format innovation" and EventMB / Skift Meetings.*

52. AI/tech-stack scan. What new event tech tools have launched in the last year that [EVENT NAME] should evaluate? Categories: registration, app, engagement, networking, on-site logistics, content capture, lead capture, AI companion. *Pair with: web search and G2/Capterra.*

53. Attendee community scan. What are people saying about [TOPIC/COMPETITOR EVENT] on Reddit, Hacker News, LinkedIn, niche forums? Summarize sentiment. *Pair with: web search and direct subreddit checks.*

54. White-space opportunity memo. Based on the competitive scan I've shared: [PASTE], write a 1-page white-space memo: what unmet need could [EVENT NAME] uniquely serve? *Pair with: review with leadership before content planning kickoff.*

Part 2 — Brand & Messaging

Event Naming, Themes & Taglines (55–66)

55. Name brainstorm — descriptive. Generate 25 descriptive names for an event about [TOPIC] for [AUDIENCE]. Names should clearly communicate what it is. Avoid generic "summit/conference/forum" structures. *Pair with: trademark search via USPTO.gov.*

56. Name brainstorm — metaphorical. Generate 25 names that use metaphor, allusion, or evocative imagery instead of literal description. Each should provoke curiosity. *Pair with: web search to check for clashes.*

57. Name testing rubric. Build a rubric for evaluating event names: distinctiveness, memorability, pronounceability, search-friendliness, trademark risk, scalability across years, alignment with brand. *Pair with: score top 5 candidates as a team.*

58. Subtitle generation. Generate 15 subtitles to pair with the main event name "[NAME]". The subtitle should clarify the audience or value prop. *Pair with: name + subtitle should fit on a badge.*

59. Tagline development. Write 20 taglines for [EVENT NAME]. 5 functional, 5 aspirational, 5 provocative, 5 wry. Max 7 words. *Pair with: cross-test with creative partners.*

60. Event family naming. [EVENT NAME] is growing into a portfolio: flagship, regional series, virtual offshoot, executive dinner. Suggest a naming architecture that ties them together. *Pair with: similar to AWS re:Invent / re:Inforce family.*

61. Sub-event / track naming. I need names for [#] tracks at [EVENT NAME]. Each track focuses on [TOPICS]. Generate 5 name options per track. *Pair with: agenda app display fields have character limits — check before finalizing.*

62. Hashtag generation. Generate 10 candidate hashtags for [EVENT NAME] in [YEAR]. Each should be short, memorable, type-able on mobile, and trademark-safe. *Pair with: X search to check current usage.*

63. Theme variations. For the theme "[THEME]" of [EVENT NAME], give me 8 sub-themes I can use for content tracks, marketing campaigns, and sponsor activations. *Pair with: paste into your editorial calendar.*

64. Theme-as-thesis. Write the 100-word version of the theme "[THEME]" — what it means, who it's for, why now. The kind of paragraph that opens the event website. *Pair with: pressure-test with 3 people who haven't seen the brief.*

65. Naming tracks for different audiences. I have a mainstage for execs and a hands-on track for practitioners. Help me name them so they feel cohesive but distinct. *Pair with: think about badge color-coding.*

66. Event verb test. What's the verb of [EVENT NAME]? What do attendees come to *do*? Use this to sharpen the tagline. *Pair with: examples — TED: spread ideas; SXSW: discover.*

Creative Briefs & Visual Direction (67–76)

67. Creative brief — full. Write a full creative brief for [EVENT NAME]. Sections: background, objectives, audience, key message, tone, deliverables, mandates, what we're rejecting, budget, timeline. *Pair with: standard template for agency RFPs.*

68. Visual moodboard direction. Describe a visual moodboard for [EVENT NAME] in words: color palette, typography feel, photography style, motion language, references. *Pair with: feed into a design tool or moodboard.*

69. Color palette logic. Suggest a 5-color palette for [EVENT NAME] given the theme "[THEME]" and parent brand colors [HEX CODES]. Include hex codes, accessibility contrast notes, and emotional logic. *Pair with: WCAG contrast checker.*

70. Typography direction. Recommend a typography pairing (display + body) for [EVENT NAME]. Constraints: must work on signage at 10 feet and on mobile. Include 3 alternatives. *Pair with: Google Fonts, Adobe Fonts.*

71. Photography brief. Write a photography brief for [EVENT NAME] — what to capture, what to avoid, how it should feel. Include 10 must-have shots and 5 "never these." *Pair with: share with onsite photo team in advance.*

72. Swag direction. [EVENT NAME] is doing branded merch. Direction: useful, not landfill. Give me 10 swag ideas that align with the theme and avoid clichés. *Pair with: source via SwagUp, Imprint Engine, or local makers.*

73. Social asset system. Brief for a social media asset system for [EVENT NAME]. Cover all sizes (LI, IG, X, FB, TT, YT thumbnails) and templates (speaker announce, session announce, countdown, recap). *Pair with: build in Figma or Canva.*

74. Print collateral brief. Brief for printed collateral at [EVENT NAME]: badge, lanyard, program guide, name tents, signage. *Pair with: print vendor turnaround is typically 2–3 weeks — order early.*

75. Brand story arc across moments. Map how the brand expression of [EVENT NAME] evolves: pre-event teaser → registration drive → final push → arrival → mid-event → close → post-event. Each moment has a different mood. *Pair with: build into a creative calendar.*

76. Visual audit checklist. Build a pre-event visual audit checklist — everything to QA the week before [EVENT NAME]. *Pair with: turn into an Asana or Linear template.*

Messaging Architecture & Positioning (77–87)

77. Messaging house. Build a "messaging house" for [EVENT NAME]: roof (north-star message), pillars (3–5 supporting messages), foundation (proof points / RTBs). *Pair with: standard B2B messaging framework. Share with PR, sales, comms.*

78. Positioning statement. Write a positioning statement for [EVENT NAME] in the format: "For [audience] who [need], [event name] is the [category] that [benefit] unlike [alternative]." *Pair with: classic Geoffrey Moore framework.*

79. Elevator pitches at 3 lengths. Write [EVENT NAME]'s elevator pitch at 10 words, 30 words, and 90 words. *Pair with: brief SDRs and execs with all three.*

80. Value prop by persona. For each of my 3 personas, write a tailored value proposition for [EVENT NAME]. Same event, different angles. *Pair with: feeds segmentation in your email platform.*

81. Proof point inventory. Help me inventory proof points for [EVENT NAME]: stats, testimonials, awards, speaker credibility, sponsor logos, past attendee names, media coverage. *Pair with: build into a sheet for sales enablement.*

82. Testimonial templates. I need to collect 15 attendee testimonials. Write 5 different testimonial-prompting questions designed to get specific, usable quotes (not "great event"). *Pair with: send via Senja, Testimonial.to, or post-event survey.*

83. Hero stat selection. Here are 20 stats from last year's event: [PASTE]. Pick the 3 most defensible to feature in marketing. Avoid vanity metrics. *Pair with: use in landing pages, decks, and ads.*

84. Voice document. Write a 1-page voice document for [EVENT NAME] communications. Three principles, examples of voice in action, what to avoid. *Pair with: this is the doc agency partners reference daily.*

85. Headline formula library. Give me 15 headline formulas that work for event marketing (question, contrarian, list, promise, etc.) with one [EVENT NAME] example each. *Pair with: A/B test top 3 in paid ads.*

86. Sales objection script. Write the top 10 registration objections sales reps field + responses. *Pair with: paste into your sales enablement library.*

87. Crisis messaging seeds. Pre-write 3 short crisis messaging templates: speaker drops out, weather event, venue change. Tone: calm, factual, action-oriented. *Pair with: keep in a shared Drive for fast access during event week.*

Part 3 — Website & SEO

Event Website Copy (88–112)

88. Hero headline generation. Write 20 hero headline options for the [EVENT NAME] website. Mix: promise, provocation, question, audience callout, contrarian. Max 12 words each. *Pair with: A/B test top 3 in your CMS.*

89. Hero subhead generation. For my chosen headline "[HEADLINE]", write 10 subhead options that answer "what is this and who is it for" in under 25 words. *Pair with: subhead should make the headline make sense in 1 second.*

90. Above-the-fold CTA. Write 8 CTA button text options for the [EVENT NAME] homepage. Avoid "Register Now." Try active, specific, low-friction language. *Pair with: heatmap test via Hotjar or Fullstory.*

91. Event one-liner. Write the single sentence that explains [EVENT NAME] to someone who's never heard of it. Use it on the homepage hero, the meta description, the elevator pitch. *Pair with: should be the same everywhere.*

92. Who it's for section. Write the "who this event is for" section: 3 audience descriptors that are specific enough to be self-identifying. *Pair with: useful for self-qualifying traffic.*

93. Who it's NOT for. Write a "not for" section — the kind that builds trust by repelling the wrong audience. *Pair with: bold move but powerful for niche events.*

94. What you'll learn. Write a "what you'll walk away with" section listing 5 specific outcomes. Each should be concrete and measurable. *Pair with: tie to session content.*

95. Agenda preview. Turn this raw agenda into website-ready copy: [PASTE]. Write a 1-paragraph intro for each day/track. *Pair with: paste into your event platform's agenda builder.*

96. Session description template. Write a session description template I can give to speakers. 80 words. Includes hook, 3 takeaways, audience fit. *Pair with: send to speakers via a form.*

97. Speaker bio template. Write a speaker bio template. 60 words. Lead with the angle they're bringing, not their title. *Pair with: brief speaker ops team.*

98. Sponsor section copy. Write the "Become a Sponsor" website section. Tone: confident, business-forward, not begging. CTA: book a call. *Pair with: link to Calendly or Chili Piper.*

99. Venue section copy. Write a venue description for the [EVENT NAME] website. Cover: address, getting there, why we picked it, hotel block, accessibility. *Pair with: link to Google Maps, hotel booking, transit info.*

100. FAQ — full set. Build a 20-question FAQ for [EVENT NAME] covering registration, content, logistics, sponsorship, accessibility, refund policy. Write answers. *Pair with: paste into your CMS — FAQ schema markup boosts SEO.*

101. Pricing tier copy. I have [#] pricing tiers: [LIST]. Write the descriptions for each — make the value escalation clear without making the lower tier feel cheap. *Pair with: the pricing page is your highest-converting page — review weekly.*

- 102. Pricing comparison table.** Build a feature-comparison table across [#] ticket tiers. Mark must-haves with checkmarks and extras clearly. *Pair with: render in HTML in your CMS — better than image-based tables for SEO.*
- 103. Early bird urgency copy.** Write 5 versions of an early bird urgency block — without using "limited time only!!" energy. Specific deadlines, specific savings. *Pair with: countdown timer in your CMS or POWR.*
- 104. Accessibility statement.** Write an accessibility statement for [EVENT NAME] covering physical, sensory, dietary, financial. List specific accommodations, contact for requests. *Pair with: cross-check with venue accessibility audit.*
- 105. Recap-as-promo.** Write the "Last year at [EVENT NAME]" section that uses past as proof. Specific moments, specific numbers, specific names. *Pair with: link to full recap blog and highlight video.*
- 106. Microcopy audit.** Here's my registration form: [PASTE]. Rewrite the microcopy (field labels, helper text, error messages, success state) to feel less robotic. *Pair with: your event platform's registration flow.*
- 107. Confirmation page copy.** Write the post-registration confirmation page. Goals: confirm it worked, set next-step expectations, suggest social share. *Pair with: also send as confirmation email.*
- 108. App download copy.** Write the section promoting download of the event app. Lead with what it does, not what it is. *Pair with: link to App Store and Google Play with proper smart redirects.*
- 109. Networking copy.** Write the section explaining how networking works at [EVENT NAME]. Be specific — not "great networking." *Pair with: your event platform's matchmaking feature.*
- 110. Hotel block copy.** Write the hotel block section. Include rate, perks, deadline, booking link. Tone: helpful, not transactional. *Pair with: Passkey or direct hotel block.*
- 111. Travel guide copy.** Write a city/travel guide for attendees coming to [CITY] for [EVENT NAME]. 10 recommendations: restaurants, coffee, run routes, easy day trips. *Pair with: this is highly shareable on social.*
- 112. "What's new this year" copy.** Write the section that tells returning attendees what's changed. Tone: confident, not defensive. *Pair with: feature 5 things, no more.*

Landing Pages & Conversion (113–122)

- 113. Paid-traffic landing page.** Write a paid-traffic landing page for [EVENT NAME] aimed at [SPECIFIC AUDIENCE from ad]. Structure: hook, problem, solution, social proof, CTA. Max 400 words above the fold. *Pair with: tie to UTM source.*
- 114. SDR / cold outbound landing page.** Write a landing page specifically for prospects coming from a sales touchpoint. Different framing: account-relevant, not generic. *Pair with: personalize with Mutiny, Folloze, or Demandbase.*
- 115. VIP / executive registration page.** Write a separate VIP/exec registration page. Tone: exclusive, not flattering-to-the-point-of-creepy. *Pair with: invitation-only flow with approval.*

116. Pre-launch teaser page. Write a teaser page for [EVENT NAME] that's live 8 weeks before full launch. Goal: capture emails of people who want first dibs. *Pair with: HubSpot or Mailchimp form integration.*

117. Waitlist page. [EVENT NAME] sold out. Write a waitlist page that turns rejection into anticipation. *Pair with: capture data on what they wanted so you can build year 2.*

118. Sales-page-style long form. Write a long-form sales page (1,500 words) for [EVENT NAME] for a paid-search audience. Structure: pain → agitate → solve → proof → CTA. *Pair with: A/B against the short version.*

119. Industry-specific landing variant. Write a landing page variant for [INDUSTRY] prospects. Same event, industry-specific framing and proof. *Pair with: Mutiny, Folloze, RightMessage for dynamic personalization.*

120. Mid-funnel re-engagement page. Write a page for users who started registration but didn't complete. Address likely objections. *Pair with: behavioral email trigger from HubSpot/Marketo.*

121. Free-tier / virtual-pass landing page. Write a landing page for a free virtual pass. What they get, what they don't (vs. paid). *Pair with: lead-gen + lower-funnel upsell.*

122. Conversion audit prompt. Here's my current landing page: [PASTE OR LINK]. Identify the 5 biggest conversion leaks. Be specific. *Pair with: Hotjar session recordings + heatmaps to validate hypotheses.*

SEO, Schema & Discoverability (123–126)

123. Keyword research strategy. Build an SEO keyword strategy for [EVENT NAME]. Cover: branded, topic, location, "near me," competitor, comparison, intent (info / commercial / transactional). *Pair with: Ahrefs, SEMrush, or Google Keyword Planner.*

124. Pillar content topics. List 10 pillar content topics that drive search traffic to [EVENT NAME] year-round. Each should be evergreen and tie to a session theme. *Pair with: build into editorial calendar.*

125. Schema markup recommendations. What schema.org types should I implement on the [EVENT NAME] website? Specifically: Event, ConferenceEvent, FAQPage, BreadcrumbList, Organization. Show me an sample JSON-LD for the main event page. *Pair with: validate in Google Rich Results Test.*

126. Event listing aggregators. List 30 event aggregators where [EVENT NAME] should be listed: Eventbrite, 10times, AllConferences, etc. Categorize by audience. *Pair with: bulk-submit via a VA or in-house intern.*

Part 4 — Email Marketing

Announcements & Save-the-Dates (127–138)

127. Save-the-date email. Write a save-the-date email for [EVENT NAME] [DATES, CITY]. 80 words, single CTA: add to calendar. Tone: confident, not desperate. *Pair with: HubSpot, Marketo, Iterable, Customer.io, Klaviyo.*

128. Save-the-date subject lines. Write 12 subject lines for the save-the-date. Mix curiosity, news, direct. Max 50 chars. *Pair with: A/B test top 3.*

129. Public announcement email. Write the full public announcement email for [EVENT NAME]. Audience: full marketing database. Goal: drive to landing page for early-bird registration. *Pair with: send Tuesday or Thursday, 9am ET typically performs best.*

130. Announcement to past attendees. Write the announcement email to last year's attendees — warmer, more familiar, references past event. *Pair with: segment in your ESP based on "attended last year" property.*

131. Announcement to customers. Write the customer-only version of the announcement. Include customer-exclusive perks. *Pair with: pull from your CRM's customer status field.*

132. Announcement to partners. Write the partner-network version of the announcement. Goal: get partners to forward to their networks. Include shareable assets. *Pair with: your PRM.*

133. Theme reveal email. Write the email revealing this year's theme. Tone: anticipatory. Include 1 detail that hints at programming. *Pair with: time with social campaign launch.*

134. Speaker reveal #1 email. Write the email revealing the first headline speaker. Tease additional speakers coming soon. *Pair with: drop schedule — 3–4 speaker reveals across pre-event.*

135. Speaker lineup email. Write the email revealing the full speaker lineup. Include a clean grid layout description. *Pair with: typically 8–10 weeks pre-event.*

136. Agenda reveal email. Write the email announcing the full agenda is live. Sell the most distinctive sessions. *Pair with: deep link to specific sessions on the site.*

137. Early bird closing email. Write the email announcing the early bird deadline. 5 days out. Tone: helpful reminder, not panic. *Pair with: countdown timer image via NiftyImages or Movable Ink.*

138. Sold-out announcement email. Write the email announcing the event has sold out. Include waitlist + virtual options. *Pair with: also captures FOMO for next year.*

Registration Drive Emails (139–150)

- 139. Cold email to prospect list.** Write a cold email pitching registration to prospects from a 3rd-party list ([SOURCE]). Lead with relevance, not the event. *Pair with: Apollo, ZoomInfo, Lemlist for sequencing.*
- 140. Warm email to MQLs.** Write to prospects who've engaged with your content but never registered. Reference their behavior, suggest a specific session. *Pair with: trigger from a HubSpot workflow based on content downloads.*
- 141. Account-based registration email.** Write a 1:1 email to a key account ([COMPANY]) pitching team registration. Reference their specific challenges. *Pair with: research via LinkedIn + 10-K + press releases.*
- 142. Re-targeting email (visited but didn't reg).** Write the email to people who visited the registration page but didn't complete. Address the likely objection. *Pair with: behavioral trigger.*
- 143. Boss letter / approval template.** Write the email an employee can forward to their manager asking for budget approval to attend. *Pair with: also link to from registration page.*
- 144. Group sign-up email.** Write the email targeting people who registered as individuals — invite them to bring 2 more for a discounted group rate. *Pair with: send 2 weeks after individual registration.*
- 145. Upgrade-tier email.** Write the email targeting general-pass holders, upselling to VIP. Concrete extras only. *Pair with: 4 weeks pre-event.*
- 146. Track-targeted email.** Write 3 emails targeting [ENG / MARKETING / FOUNDER] audiences with track-specific framing. Same event, three angles. *Pair with: segment by job title in your ESP.*
- 147. Persona-specific email — Executive.** Write to VP+ execs. Their concern: peer networking, strategic insight. *Pair with: emphasize exec roundtables and hosted dinners.*
- 148. Speaker-led promotion email.** Draft an email a speaker can send to their network promoting their session at [EVENT NAME]. Make it copy-paste easy. *Pair with: include a discount code unique to that speaker.*
- 149. Sales-rep personal email.** Write a casual, conversational email an SDR can personalize to invite a prospect. Sound human, not templated. *Pair with: drop into your sales engagement tool.*
- 150. Final week registration push.** Write a final-week registration email. Real urgency, specific scarcity. *Pair with: 7 days pre-event close.*

Nurture Sequences (151–161)

- 151. 8-week nurture sequence outline.** Outline an 8-week email nurture sequence for prospects 8 weeks out from [EVENT NAME]. 1 email/week. Map each to a different value angle. *Pair with: build as a workflow in HubSpot, Marketo, Iterable.*
- 152. Speaker spotlight email.** Write a speaker spotlight nurture email: deep-dive on [SPEAKER] and why their talk matters. *Pair with: send once per featured speaker.*
- 153. Session preview email.** Write a session preview email: extended description of [SESSION], why it matters, what attendees will leave with. *Pair with: include speaker quote.*

- 154. Behind-the-scenes email.** Write a behind-the-scenes email from the event organizer (you/CMO/founder). Personal, human, not corporate. *Pair with: send as plain text from a personal-looking address.*
- 155. Q&A with speaker email.** Write a Q&A-format email with a featured speaker. 5 questions, short answers. Use as content + reg driver. *Pair with: also repurpose as blog + social.*
- 156. Curated reading list email.** Write an email curating "5 things to read before [EVENT NAME]" — links to articles, podcasts, books that prime the audience. *Pair with: positions the event as the climax of an ongoing conversation.*
- 157. Pain-validation email.** Write a nurture email that names a specific pain the audience feels and explains how a session at [EVENT NAME] addresses it. *Pair with: ties to your audience research.*
- 158. Data-led email.** Write an email built around a single striking stat about [INDUSTRY/TOPIC]. Tie to a session. *Pair with: web search for original stats; cite source.*
- 159. Networking-led email.** Write a nurture email focused entirely on the networking value — who's coming, how matchmaking works, what conversations happen. *Pair with: pull attendee company list (with permission).*
- 160. Industry-trend tie-in email.** Write a nurture email connecting a recent industry headline to a session at [EVENT NAME]. *Pair with: web search for recent news. Time-sensitive.*
- 161. Persona-specific nurture series outline.** Outline a 6-email nurture series for [PERSONA]. Each email tied to a specific persona pain. *Pair with: build separate workflows per persona segment.*

Logistics & Pre-Event (162–177)

- 162. Registration confirmation email.** Write the registration confirmation email. Confirm purchase, set next-step expectations, suggest social share, encourage app download. *Pair with: triggered from event platform.*
- 163. Welcome series email #1.** Write the first email of a welcome series for new registrants. Goal: build excitement, set expectations. *Pair with: 24 hours post-registration.*
- 164. Build-your-agenda email.** Write the email nudging attendees to build their personal agenda. *Pair with: matchmaking and session recommendations work better when the agenda is populated.*
- 165. T-minus 4 weeks email.** Write a 4-weeks-out logistics email. Hotel deadlines, what to book, travel prep. *Pair with: hotel block typically expires around now.*
- 166. T-minus 2 weeks email.** Write a 2-weeks-out logistics email. App download, agenda building, networking matchmaking. *Pair with: gentle nudges to increase pre-event app engagement.*
- 167. App adoption campaign plan.** Build the pre-event plan to drive app downloads and first logins — channels, touch sequence, target % logged-in by Day 1, and the nudge for the stragglers. *Pair with: ties to the app-download nudge email and confirmation/QR flows.*
- 168. T-minus 1 week email.** Write a 1-week-out email. What to expect on-site, what to pack, schedule highlights. *Pair with: drive to the mobile event app.*

169. T-minus 24 hours email. Write the day-before email. Practical: registration desk location, opening session time, app link. *Pair with: don't make this hype-y — just useful.*

170. Day-of welcome email. Write the morning-of welcome email. "Today's the day." Quick orientation. *Pair with: send at 7am local time.*

171. Daily on-site recap email (multi-day). Write a Day 1 evening recap email — what happened today, what's coming tomorrow. *Pair with: useful even for in-person attendees; great for those who missed sessions.*

172. App download nudge email. Write a focused email driving event app downloads. Specific functional benefit. *Pair with: link to App Store/Play and your event platform.*

173. App onboarding / first-run flow. Write the first-run experience a new user sees: welcome screen copy, profile-setup prompts, and the order/justification for permission requests (push, calendar, contacts). Goal: get to value in under 60 seconds. *Pair with: keep permission asks contextual, not all upfront.*

174. Networking matchmaking email. Write an email driving setup of the matchmaking profile (interests, goals). *Pair with: your platform's matchmaking feature.*

175. Travel logistics email. Write the email with venue address, transit options, parking, rideshare drop-off point. *Pair with: also live on the website.*

176. Schedule change email. Write a schedule change email. Calm, clear, no excuses. *Pair with: keep template ready for inevitable changes.*

177. Weather warning email. Write a weather-related email (storm, heat, snow). Clear, actionable, what to do if you can't make it. *Pair with: have approved template pre-written.*

Post-Event Email Sequences (178–189)

178. Thank you email. Write the post-event thank you email. Sent within 24 hours. Tone: genuine, specific to the year. *Pair with: trigger from event platform attendance data.*

179. Survey request email. Write the email asking for survey completion. Short, single CTA. Include "what you'll get in return" if anything. *Pair with: Typeform, Qualtrics, or your event platform.*

180. NPS-style follow-up email. Write a 1-question NPS email. "Would you recommend [EVENT NAME] to a colleague?" *Pair with: Delighted, Wootric, or your survey tool.*

181. Recap blog email. Write the email driving traffic to the recap blog post. *Pair with: blog also lives on your CMS.*

182. Session recordings email. Write the email announcing session recordings are now live. *Pair with: gated behind login or open — A/B test conversion.*

183. "Did you miss this?" email. Write the email surfacing the top 3 sessions to people who attended different ones. *Pair with: based on session attendance data from your platform.*

184. Sales handoff email — for attendees. Write the email from a sales rep to a hot-lead attendee. Reference specific conversations / session attendance. *Pair with: trigger from session/booth scans.*

185. Save-the-date next year email. Write the email announcing next year's [EVENT NAME] dates. Send while last year's still fresh. *Pair with: within 30 days post-event.*

186. Speaker thank you email. Write the thank-you email to speakers. Include what's next: recording delivery, social asset, future opportunities. *Pair with: also send a physical thank-you card.*

187. Sponsor thank you + recap email. Write the post-event email to sponsors. Include their performance stats (leads, booth scans, mentions). *Pair with: pulled from event platform sponsor dashboard.*

188. Sponsor renewal email. Write the sponsor renewal email — typically 4–6 weeks post-event. Lead with their results, then pitch next year. *Pair with: include early renewal incentive.*

189. Community continuation email. Write the email inviting attendees to a year-round community. *Pair with: Slack Connect, Circle, Discord.*

Part 5 — Social Media

LinkedIn Organic (190–209)

- 190. Event announcement post — corporate.** Write a LinkedIn post from [COMPANY] announcing [EVENT NAME]. Tone: confident, no hashtags-as-emoji, no "thrilled to announce." 120 words max. *Pair with: schedule via Sprout, Hootsuite, Buffer, or LinkedIn native.*
- 191. Event announcement post — CEO/founder.** Write the founder's announcement post. Personal stake. Why this event, why now. *Pair with: drop into LinkedIn native — the algo favors text posts from people over company pages.*
- 192. Speaker reveal post.** Write a LinkedIn post revealing [SPEAKER]. Include why they matter, not just their title. 100 words. *Pair with: tag the speaker; include their face in the image.*
- 193. Speaker reveal carousel script.** Outline a 7-slide LinkedIn carousel revealing the speaker lineup. Each slide: name, talk title, hook. *Pair with: design in Canva or Figma carousel template.*
- 194. Session sneak peek post.** Write a post teasing [SESSION] — what attendees will learn that's contrarian or non-obvious. *Pair with: tag the speaker; link to agenda.*
- 195. "I'll be there" post (from team member).** Write a post for a team member attending [EVENT NAME]. What they're personally excited to learn / who they want to meet. *Pair with: encourage all attending team to post similar.*
- 196. "I'll be there" post (from speaker).** Write a post from a confirmed speaker telling their network they're speaking at [EVENT NAME]. Easy copy-paste version. *Pair with: send to speakers via speaker portal or email.*
- 197. Behind-the-scenes post.** Write a behind-the-scenes post about the planning process. Show your work. *Pair with: paired with an iPhone photo, not a produced shot.*
- 198. Manifesto post.** Write a manifesto-style post — bold stance on [TOPIC] — that frames why [EVENT NAME] exists. *Pair with: dual-purpose: brand-builder + reg driver.*
- 199. Counter-take post.** Write a post taking a contrarian stance on a common belief in [INDUSTRY]. Tie to a session at [EVENT NAME]. *Pair with: high-engagement format; brace for replies.*
- 200. List post — 5 sessions you can't miss.** Write a list post: "5 sessions you can't miss at [EVENT NAME]." For each: speaker, talk, why it matters. *Pair with: text post with bulleted list; LinkedIn loves these.*
- 201. Numbers post.** Write a post built around a striking number from last year's event. Format: number, context, takeaway. *Pair with: include the visual of the number, big.*

- 202. Quote post.** Write a post built around a single quote from a speaker. Format: quote, attribution, your reaction. *Pair with: include the speaker's photo + the quote on the visual.*
- 203. Sponsor spotlight post.** Write a sponsor spotlight post that doesn't feel like an ad. Lead with what they're contributing to the conversation. *Pair with: tag the sponsor's page + the relevant individual.*
- 204. Networking format post.** Write a post explaining how networking actually works at [EVENT NAME]. Specific, not generic "great networking." *Pair with: include a screenshot of the matchmaking interface.*
- 205. Early bird post.** Write the LinkedIn post promoting the early bird deadline. Direct, specific savings. *Pair with: 5 days before deadline.*
- 206. Final-call post.** Write the final-call registration post. Real urgency, no "limited time" cliché. *Pair with: 48 hours before close.*
- 207. Recap post.** Write the post-event recap post. 5 highlights, what's next. *Pair with: schedule for the morning after the event.*
- 208. Speaker thank-you post.** Write the post-event speaker thank-you post. Highlight 1 idea from each speaker. *Pair with: tag each speaker individually.*
- 209. Post performance audit.** Here are my 10 LinkedIn posts about [EVENT NAME]: [PASTE METRICS]. Which formats / hooks performed best? What should I do more of? *Pair with: export from Shield Analytics or LinkedIn dashboard.*

LinkedIn Ads & Sponsored (210–213)

- 210. Sponsored content ad copy.** Write 5 variations of LinkedIn sponsored content ads for [EVENT NAME]. Hook in first 4 words. Single CTA. *Pair with: A/B test in Campaign Manager.*
- 211. Conversation ad script.** Write a LinkedIn conversation ad (sponsored InMail) script for [EVENT NAME]. 3 branches based on user reply. *Pair with: gets opened more than email but limited audience.*
- 212. Event ad copy.** Write the copy for a LinkedIn Event ad. Title, description, CTAs. *Pair with: LinkedIn Events native feature.*
- 213. LinkedIn ad audience design.** Help me design LinkedIn ad audiences for [EVENT NAME]: a primary, a lookalike, a retargeter. Specify targeting filters. *Pair with: layer with Matched Audiences from CRM.*

X / Twitter (214–221)

- 214. Event announcement thread.** Write a 7-tweet thread announcing [EVENT NAME]. Hook tweet must stand alone. Each tweet under 280 chars. *Pair with: schedule via Typefully or Buffer.*
- 215. Speaker reveal tweet.** Write a single-tweet speaker reveal. Hook + specifics + link. *Pair with: tag the speaker.*

- 216. Live-tweet template — keynote.** Write a live-tweet template for a keynote at [EVENT NAME]. Quote + reaction + tag. *Pair with: assign a dedicated live-tweeter on the team.*
- 217. Question tweet.** Write a question tweet that gets the audience engaged ahead of [EVENT NAME]. *Pair with: questions outperform statements 3–5x on X.*
- 218. Poll tweet.** Write a poll for X tied to [EVENT NAME]'s theme. 4 options. *Pair with: results become content for follow-up posts.*
- 219. Recap thread.** Write a recap thread post-event. 12 tweets. Lessons, quotes, moments. *Pair with: pin to top of profile for a week.*
- 220. Hashtag campaign launch tweet.** Write the tweet launching the official event hashtag and explaining how to use it. *Pair with: pin to event account profile.*
- 221. Countdown tweet.** Write a countdown tweet — 1 week out, 24 hours out, 1 hour to opening. *Pair with: schedule the 3-part series via Typefully.*

Instagram (222–230)

- 222. Announcement post caption.** Write a 2,200-char Instagram caption announcing [EVENT NAME]. First line is everything. *Pair with: schedule via Later, Loomly, or Meta Business Suite.*
- 223. Speaker reveal carousel caption.** Write the caption for a 10-slide speaker reveal carousel. *Pair with: each slide a different speaker.*
- 224. Reels script — 30 seconds.** Write a 30-second Reels script for [EVENT NAME]. Hook (3 sec), middle, CTA. *Pair with: shoot vertical on iPhone; edit in CapCut or Premiere.*
- 225. Story sequence — countdown.** Write 5 Instagram Story frames counting down to [EVENT NAME]. *Pair with: use countdown sticker.*
- 226. Story sequence — day-of arrival.** Write a 7-frame Story sequence for the morning of [EVENT NAME] showing arrival. *Pair with: design in Figma or post raw photos with text overlay.*
- 227. Recap carousel caption.** Write the post-event recap carousel caption. *Pair with: 10 slides of best moments + CTA for next year.*
- 228. "Day in the life of an attendee" Reels.** Write a 60-second Reels script following an attendee through a day at [EVENT NAME]. *Pair with: cast a real attendee, not a model.*
- 229. Hashtag-stacking guide.** List 25 hashtags to use across posts for [EVENT NAME]: 5 niche, 10 medium, 10 small. *Pair with: rotate sets to avoid spam flag.*
- 230. Reels hook bank.** Write 20 Reels hooks for [EVENT NAME] content. First 3 seconds matter most. *Pair with: test top 3 in your next campaign.*

TikTok / Reels (231–235)

- 231. TikTok announcement script.** Write a 15-second TikTok announcing [EVENT NAME]. Hook in the first second. Native to TikTok, not repurposed from LinkedIn. *Pair with: edit in CapCut, native captions.*

232. TikTok "POV: you're at [EVENT NAME]" script. Write a POV-style TikTok script. Show the vibe. *Pair with: works for FOMO drive.*

233. TikTok recap montage script. Write a 60-second recap TikTok of [EVENT NAME]. Native music suggestion, no voice-over. *Pair with: pacing must be fast.*

234. TikTok behind-the-scenes script. Write a 30-second BTS TikTok showing event prep. *Pair with: candid, vertical, raw.*

235. TikTok content series. Outline a 5-part TikTok series leading up to [EVENT NAME]. *Pair with: build into your social content calendar.*

Facebook (236–237)

236. Facebook Event setup copy. Write the title, description, and details for a Facebook Event for [EVENT NAME]. *Pair with: Meta Events Manager.*

237. Facebook post — community-led. Write a Facebook post pitched to a community/group rather than a follower base. *Pair with: post in relevant Facebook groups with permission.*

YouTube (238–242)

238. Sizzle reel script — 90 seconds. Write a 90-second sizzle reel script for [EVENT NAME]. Hook, energy, stats, voiceover. *Pair with: edit in Premiere or hire a video team.*

239. Session highlight video — script frame. Write the script frame for a 3-minute session highlight: cold open, montage, key quotes, CTA. *Pair with: cut from full session recording.*

240. Pre-event explainer script. Write a 2-minute explainer video script: what [EVENT NAME] is, who it's for, why it matters. *Pair with: use on home page, paid ads, registration confirmation.*

241. Recap video script — 5 minutes. Write a 5-minute recap video script for [EVENT NAME]. *Pair with: release within 10 days post-event.*

242. YouTube title + description SEO. Write SEO-optimized titles and descriptions for 10 session recordings. Keyword research style. *Pair with: VidIQ or TubeBuddy.*

Influencer & Creator Outreach (243–248)

243. Influencer target list. Generate 30 LinkedIn / X / YouTube creators in [INDUSTRY] who could amplify [EVENT NAME]. For each: handle, audience size, fit. *Pair with: validate via Modash, Aspire, or manual.*

244. Influencer outreach email — first touch. Write the first-touch outreach email to an industry creator. Soft ask: would they want a free pass / paid speaking slot? *Pair with: personalize with reference to their last piece.*

245. Influencer brief — what we're asking. Write a brief for a creator we're partnering with — specific deliverables, do's, don'ts, timeline, comp. *Pair with: build into a creator partnership template.*

246. Podcast guest pitch. Write a pitch to get a [COMPANY] exec on a podcast leading up to [EVENT NAME]. Include 3 episode angles. *Pair with: PodMatch, Matchmaker.fm.*

247. Influencer reporting dashboard. Build a dashboard template tracking influencer-driven registrations: creator, channel, posts, reach, code uses, registrations. *Pair with: Airtable, Google Sheets, or Looker.*

248. Influencer post-event thank-you. Write the post-event thank-you to creators who promoted [EVENT NAME]. Include their reach data + offer for next year. *Pair with: send within 1 week post-event.*

Part 6 — Speakers, Sponsors & Partners

Speaker Recruitment & Briefs (249–262)

249. Speaker target list. Generate a list of 50 ideal speakers for [EVENT NAME] on [TOPIC]. Mix: 10 marquee names, 20 mid-tier with strong followings, 20 emerging / underrepresented voices. *Pair with: speaker bureaus (AAE, Big Speak) plus manual research.*

250. Speaker target list — diversity check. Audit this speaker list for diversity: [PASTE LIST]. Gender, racial, geographic, role-level, company-size representation. Flag gaps. *Pair with: do this BEFORE outreach, not after.*

251. Speaker outreach email — cold. Write a cold outreach email to a high-profile potential speaker. Lead with respect, specific reason for fit. *Pair with: send from a real person, not generic@.*

252. Speaker outreach — warm intro. Write the email when you have a mutual connection introducing you. Lighter ask, more direct. *Pair with: get the intro warmer with an offer of value first.*

253. Speaker outreach — emerging voice. Write outreach to an underrepresented / emerging voice. Make the opportunity feel like a launchpad. *Pair with: include logistics — many emerging speakers worry about cost.*

254. Speaker outreach — repeat speaker. Write the "we'd love you back" email to a returning speaker. *Pair with: include their feedback from last year.*

255. Speaker outreach — follow-up. Write a follow-up email 7 days after first outreach. Add a new piece of context. *Pair with: typical speaker response time is 2–3 weeks.*

256. Speaker confirmation email. Write the speaker confirmation email. Include next steps, deadlines, contract sender. *Pair with: trigger contract in DocuSign or PandaDoc.*

257. Speaker brief — full. Write a comprehensive speaker brief: event overview, audience, theme, their session, time, format, AV, deadlines, do's, don'ts. *Pair with: PDF or shared page for each speaker.*

258. Speaker abstract template. Build a template for speakers to submit their session abstract. 5 fields: hook, takeaways, format, audience fit, bio. *Pair with: a form in your event platform.*

259. Speaker abstract review. Here's a draft abstract: [PASTE]. Give honest feedback. What's vague? What's overpromised? What's missing? *Pair with: typical first drafts overpromise + underspecify.*

260. Speaker bio editing. Here's a draft speaker bio: [\[PASTE\]](#). Tighten to 60 words. Lead with the angle they're bringing. *Pair with: speakers often hand you the bio from their other talks — edit for relevance.*

261. Panel curation framework. Build a framework for curating a 4-person panel: power dynamic, perspective spread, prep readiness, willingness to disagree. *Pair with: pre-call all panelists separately.*

262. Speaker-of-record list. Build the format of your master speaker tracking sheet: name, talk, status, materials in/out, headshot, bio, social handles, travel info, comp tier. *Pair with: Airtable, Notion, or a beefy Google Sheet.*

Speaker Prep & Onboarding (263–273)

263. Speaker kickoff email. Write the kickoff email to confirmed speakers. Sets timeline and what's next. *Pair with: send 8 weeks pre-event.*

264. Speaker portal launch email. Write the email announcing access to the speaker portal. *Pair with: speaker portal in your event platform.*

265. Speaker materials request email. Write the email collecting slides, demo files, dietary info, AV needs. Deadlines clear. *Pair with: collect via a form + Drive upload.*

266. Speaker prep call agenda. Write a 30-min agenda for a speaker prep call. Cover: angle confirmation, audience prep, AV/logistics, marketing. *Pair with: schedule via Calendly.*

267. Speaker dry-run feedback template. Write a feedback template for speaker dry-runs. Be honest without crushing them. *Pair with: dry-run 2–3 weeks pre-event.*

268. Day-of speaker logistics email. Write the day-of email: green room location, walk-on time, mic prep, water. *Pair with: send at 7am day-of.*

269. Speaker promotion ask. Write the ask to speakers to promote their session on their socials. Include copy-paste assets. *Pair with: include in welcome kit.*

270. Speaker social toolkit description. Write the brief intro for the social toolkit speakers receive: what's in it, how to use it. *Pair with: pre-built social posts, images, GIFs in a Drive folder.*

271. Speaker FAQ. Build the FAQ that anticipates the top 15 speaker questions. *Pair with: live in the speaker portal.*

272. Speaker recording delivery email. Write the post-event email delivering session recordings to speakers. Set sharing expectations. *Pair with: 2 weeks post-event timeline.*

273. Speaker repeat invite email. Write the email asking strong speakers to return next year. 6 weeks post-event. *Pair with: build relationships year-round.*

Speaker Promotion (274–284)

274. Speaker promo post — LinkedIn. Write the LinkedIn post promoting [SPEAKER]'s session. Tag them. *Pair with: the speaker often re-shares = 2x reach.*

275. Speaker promo email. Write the email feature highlighting [SPEAKER]. Includes link to their session. *Pair with: send to your subscriber base 3 weeks before event.*

276. Speaker spotlight blog post. Write a 600-word speaker spotlight blog post. Why they matter + Q&A. *Pair with: your CMS.*

277. Speaker podcast interview prep. Write 8 interview questions for a podcast featuring [SPEAKER] leading up to [EVENT NAME]. *Pair with: company-hosted podcast or guest spot.*

278. Speaker quote graphic copy. Write 5 speaker quote graphic options for [SPEAKER]. Each quote standalone. *Pair with: design in a Figma quote template.*

279. Speaker carousel script. Write a 7-slide LinkedIn carousel about [SPEAKER]'s session. *Pair with: easily reused for IG carousel.*

280. Speaker preview clip request. Write the request to [SPEAKER] for a 30-second self-recorded preview clip. Include shot list. *Pair with: send 6 weeks pre-event.*

281. Speaker email signature blurb. Write a 2-line blurb [SPEAKER] can add to their email signature: "Speaking at [EVENT NAME]." *Pair with: send to all confirmed speakers.*

282. Speaker calendar invitation. Write the public calendar event description speakers can share with their network. *Pair with: include registration link.*

283. Speaker reveal cadence. Build a speaker reveal calendar: who gets revealed when, what channels, what assets. *Pair with: 8-week drumbeat.*

284. Speaker on-stage intro script. Write the on-stage introduction for [SPEAKER]. 60 seconds. *Pair with: the MC reads this; share 3 days before.*

Sponsorship Prospecting (285–299)

285. Sponsor ICP definition. Define the ICP for sponsors of [EVENT NAME]. Company size, ARR, product fit, marketing spend, brand alignment. *Pair with: use to filter your outbound list.*

286. Sponsor target list — top 50. Generate a list of 50 ideal sponsor prospects for [EVENT NAME]. For each: company, why they fit, who to contact (role). *Pair with: Apollo, ZoomInfo, Crunchbase for contact data.*

287. Sponsor target list — by tier. Stratify into Diamond/Platinum/Gold tiers. Who fits which? *Pair with: maps to your sponsorship pricing.*

288. Sponsor research brief. Write a 1-page research brief on [SPONSOR COMPANY]: what they sell, who they target, recent product launches, marketing campaigns, events they sponsor, key contacts. *Pair with: web search + 10-K + press releases.*

289. Sponsor cold email — first touch. Write a personalized cold email to [SPONSOR PROSPECT]. Lead with a specific reason this event fits their go-to-market. *Pair with: Apollo, Lemlist, or Outreach.*

- 290. Sponsor cold email — multi-touch sequence.** Build a 5-touch sequence: email 1 (intro), 2 (case study), 3 (audience data), 4 (last call), 5 (break-up). *Pair with: build in Salesloft or Outreach.*
- 291. Sponsor LinkedIn DM.** Write the LinkedIn DM to [SPONSOR DECISION-MAKER]. Casual, specific, link to deck. *Pair with: follow them first for 1 week before sliding in.*
- 292. Sponsor prospectus copy — overview.** Write the overview section of the sponsor prospectus: audience, attendance, why sponsor matters. *Pair with: design as a PDF in Figma or Canva.*
- 293. Sponsor prospectus — package descriptions.** Write descriptions for [#] sponsor tiers. Specific deliverables, clear value escalation. *Pair with: maps to your event platform's sponsor tools.*
- 294. Sponsor prospectus — audience snapshot.** Write the audience snapshot section: attendee demographics, company-size, role, industry, decision-maker %. *Pair with: pull from past event data.*
- 295. Sponsor prospectus — proof points.** Write the proof points section: past sponsor logos, testimonials, results metrics. *Pair with: pull from past sponsor surveys.*
- 296. Sponsor prospectus — FAQ.** Write the FAQ section: setup logistics, what's included, deadlines, how leads are delivered. *Pair with: anticipates 90% of inbound questions.*
- 297. Sponsor pitch deck outline.** Outline a 12-slide sponsor pitch deck. *Pair with: build in Figma or Pitch; export to PDF.*
- 298. Sponsor follow-up email — post-meeting.** Write the post-meeting recap email. Restate value, next steps, timeline. *Pair with: send within 4 hours of the meeting.*
- 299. Sponsor objection responses.** Write responses to the top 10 sponsor objections (price too high, audience size too small, "we don't do events anymore"). *Pair with: train sponsorship sales team.*

Sponsorship Sales & Activation (300–313)

- 300. Sponsor onboarding checklist.** Build a 12-week sponsor onboarding checklist: deliverables, deadlines, owner. *Pair with: Notion template or Asana board.*
- 301. Sponsor logo / collateral request email.** Write the email collecting sponsor logo, brand guidelines, social handles. *Pair with: a form + Drive upload.*
- 302. Sponsor booth design brief.** Write the brief for sponsors designing their booths: dimensions, branding, AV, what to avoid. *Pair with: include the floor plan.*
- 303. Sponsor activation pitch.** Write a pitch to [SPONSOR] proposing 3 creative activation ideas that align with their brand. *Pair with: a 1:1 activation strategy session.*
- 304. Sponsor session co-marketing copy.** Write the co-marketing email a sponsor can send to their list about their session at [EVENT NAME]. *Pair with: pre-built so they actually send it.*
- 305. Sponsor session description.** Write the session description for a sponsor-led session. Position as value to attendees, not advertorial. *Pair with: enforce content standards.*
- 306. Sponsor demo schedule.** Build a sample sponsor demo schedule: 20-min slots, sign-up flow. *Pair with: tied to your event platform's demo booking.*

- 307. Sponsor lead capture tech intro.** Write the email introducing sponsors to lead capture tech (badge scanning, app). *Pair with: your platform's lead capture feature.*
- 308. Sponsor activation rules.** Write the "what you can and can't do" rules for sponsor activations. Clear, enforceable. *Pair with: include in sponsor onboarding pack.*
- 309. Sponsor performance dashboard.** Outline what's in the sponsor's real-time performance dashboard during the event: scans, dwell time, demo bookings, content downloads. *Pair with: tied to your event platform sponsor analytics.*
- 310. Sponsor post-event recap email.** Write the post-event recap email to sponsors. Include their performance metrics, photos, next steps. *Pair with: send within 5 days.*
- 311. Sponsor lead delivery email.** Write the email delivering the sponsor's lead list. Include lead grading recommendations. *Pair with: deliver as CSV or via platform export.*
- 312. Sponsor renewal pitch.** Write the renewal pitch for [SPONSOR] for next year. Lead with their results. *Pair with: 6 weeks post-event window.*
- 313. Sponsor case study template.** Build a case study template: sponsor name, goal, activation, results, quote. *Pair with: marketing-quality CMS post.*

Partner & Co-Marketing (314–328)

- 314. Partner ICP definition.** Define the ICP for co-marketing partners of [EVENT NAME]. Audience overlap, brand alignment, complementary product. *Pair with: not the same as sponsor ICP.*
- 315. Partner target list.** Generate 30 ideal co-marketing partners. Mix: media partners, association partners, community partners, complementary vendor partners. *Pair with: cross-check with Crossbeam if you have it.*
- 316. Partner pitch — first touch.** Write a personalized partner pitch email. Lead with their audience benefit. *Pair with: warmer than a sponsor pitch.*
- 317. Partner pitch — value exchange.** Write the value-exchange clearly: what we'll do for them, what they'll do for us. *Pair with: codify as a 1-pager.*
- 318. Partner-marketing toolkit description.** Outline what's in the partner toolkit: email templates, social posts, banner ads, talking points, tracking link. *Pair with: a Drive folder or shared page.*
- 319. Partner email template — for partner to send.** Write the email a partner can send to their audience. Brand-neutral so it feels like theirs. *Pair with: provide as plain text + HTML.*
- 320. Partner social posts — pre-built.** Write 5 pre-built partner social posts. Easy to copy-paste. *Pair with: ready-to-go images.*
- 321. Partner co-hosted webinar agenda.** Outline a 45-min co-hosted webinar in the lead-up to [EVENT NAME]. *Pair with: Zoom, Goldcast, Hubilo.*
- 322. Partner-led session pitch.** Write the pitch to a partner to host a session at [EVENT NAME]. Specific topic, audience benefit. *Pair with: distinct from a sponsor session — content-led not product-led.*
- 323. Partner discount code copy.** Write the announcement of a partner-exclusive discount code. *Pair with: trackable URL with UTM.*

324. Partner appreciation email. Write the post-event appreciation email to partners. Include the lift they drove. *Pair with: builds long-term relationships.*

325. Media partner outreach. Write outreach to industry media outlets as media partners. *Pair with: coverage in exchange for ticket allocation.*

326. Association partner outreach. Write outreach to industry associations for cross-promotion. *Pair with: membership discount in exchange for newsletter feature.*

327. Community partner outreach. Write outreach to community organizations (Slack groups, Discord servers, subreddits, niche forums). *Pair with: requires community engagement before asking.*

328. Partner-marketing playbook. Outline a 1-page partner-marketing playbook for [EVENT NAME] — repeatable, scalable. *Pair with: train your partner ops lead.*

Part 7 — Paid Media & PR

Paid Social Ads (329–338)

329. LinkedIn single-image ad — pain-led. Write 3 variants of a LinkedIn single-image ad targeting [JOB TITLE] at [COMPANY SIZE]. Lead with a specific pain point — no product/event mention until line 3. *Pair with: LinkedIn Campaign Manager, A/B test by headline.*

330. LinkedIn carousel ad. Write the copy for a 5-card LinkedIn carousel ad showcasing 5 reasons [PERSONA] attends. *Pair with: each card stands alone — assume some viewers only see one.*

331. LinkedIn lead-gen form copy. Write the form intro, field labels, and confirmation copy for a LinkedIn lead-gen form offering [LEAD MAGNET]. *Pair with: sync to HubSpot/Marketo via native integration.*

332. Meta ad — Facebook/Instagram feed. Write 3 variants of a Meta feed ad. Casual tone, attention-grabbing first line, clear CTA. *Pair with: Meta Ads Manager, test by primary text.*

333. Meta ad — Reels format. Write the hook, value, CTA for a 15-second Reel ad. Native-feeling, not corporate. *Pair with: shoot iPhone-quality, not studio.*

334. Meta retargeting copy. Write retargeting ad copy for someone who visited the registration page but didn't convert. Tone: "still thinking?" not "BUY NOW." *Pair with: 7-day window audience.*

335. TikTok ad — Spark format. Write the script for a Spark Ad (boosted organic post) for [EVENT NAME]. Should sound like a creator, not a brand. *Pair with: identify a willing employee creator first.*

336. Ad creative brief for designer. Write a complete creative brief for the design team — concept, key message, must-include, do-not-include, file specs. *Pair with: a Notion or Asana template.*

337. Paid social ad calendar. Build a 12-week paid social ad calendar with creative refresh cadence (every 10–14 days). *Pair with: Sheets or Airtable.*

338. Paid social budget allocator. Help me allocate a \$[X] paid social budget across LinkedIn / Meta / TikTok / YouTube given my ICP. Justify each split. *Pair with: rebalance monthly based on CAC.*

Search & Display Ads (339–343)

339. Google Search ad — high intent. Write 5 RSA headlines and 3 descriptions for keyword "[event keyword]" — high commercial intent. *Pair with: Google Ads, pin headline 1 to position 1 if needed.*

340. Google Search ad — branded. Write branded search ad copy defending [EVENT NAME] from competitor bidding. *Pair with: monitor competitor bids weekly.*

341. Google Display ad — responsive. Write 5 headlines, 5 long headlines, 5 descriptions for a Responsive Display Ad. *Pair with: let Google's algorithm assemble.*

342. Negative keyword list. Build a negative keyword list for [EVENT TOPIC] to filter out wrong-intent traffic. *Pair with: review search terms report weekly the first month.*

343. Google Ads conversion event setup. List every conversion event I should configure (registration, paid registration, MQL form, attended-live). Recommend value assignment. *Pair with: Google Tag Manager.*

Retargeting & Lookalikes (344–346)

344. Retargeting audience strategy. Build a full retargeting audience strategy with 7 segments by behavior: visited registration page, started form, added to cart, abandoned, viewed pricing, attended past event, downloaded asset. *Pair with: Meta + LinkedIn + Google Ads.*

345. Retargeting message map. Write distinct retargeting ad copy for each of the 7 segments above. *Pair with: dynamic creative optimization.*

346. Past-attendee lookalike copy. Write ad copy targeting a lookalike audience of past attendees — emphasize what made past attendees love it. *Pair with: based on attendee survey data.*

PR & Media Outreach (347–358)

347. Press release — event announcement. Write the press release announcing [EVENT NAME], [DATE], [LOCATION]. AP style, headline + dek + 3 paragraphs + boilerplate. *Pair with: Business Wire, PR Newswire, or direct.*

348. Press release — speaker lineup. Write the press release announcing the full speaker lineup. Lead with the most newsworthy name. *Pair with: include speaker headshots in media kit.*

349. Press release — post-event. Write the post-event press release summarizing attendance, key announcements, and notable moments. *Pair with: include 1 quotable stat and 1 attendee quote.*

350. Media pitch — exclusive. Write an exclusive media pitch to [REPORTER] at [PUBLICATION] offering early access to [STORY]. *Pair with: research the reporter's recent beats first.*

351. Media pitch — interview offer. Write a 5-sentence pitch offering interview access to [SPEAKER/EXEC]. Lead with timely relevance. *Pair with: Muck Rack to identify the right reporter.*

352. Reporter list builder. Build a target list of 25 reporters covering [BEAT/INDUSTRY] with recent article links and contact format. *Pair with: Muck Rack, Cision, or LinkedIn search.*

353. Media kit page outline. Outline the contents of an online media kit (boilerplate, fact sheet, exec bios, brand assets, contact). *Pair with: hosted on a /media or /press URL.*

354. Event fact sheet. Write the one-page event fact sheet for the media kit (who, what, when, where, why, stats, links). *Pair with: PDF + web version.*

355. Founder/CEO quote. Write 3 versions of a CEO quote for the event announcement press release. Voice: confident but human. *Pair with: get the exec to pick + edit.*

356. Crisis comms holding statement. Write a holding statement for [HYPOTHETICAL CRISIS] before a full response is ready. *Pair with: pre-build for the top 5 likely scenarios.*

357. Newsjacking angle finder. Given [BREAKING INDUSTRY STORY], generate 5 angles tying it to [EVENT NAME] / theme. Rank by likelihood. *Pair with: Google Alerts for trigger topics.*

358. PR-comms playbook. Outline a one-page PR playbook for [EVENT NAME] — message pillars, top journalists, embargo rules, approval flow. *Pair with: store in shared Notion / Drive.*

Part 8 — On-Site & Event Experience

Agenda & Session Descriptions (359–380)

359. Session description from a 1-line title. I have only a session title: "[TITLE]". Generate a 75-word session description, 3 audience takeaways, and a suggested format (panel / talk / workshop). *Pair with: Sessionize, Pretalx, or your CMS.*

360. Session description rewrite — anti-jargon. Rewrite this session description in plain language a senior buyer would read end-to-end. Cut buzzwords. — [PASTE]. *Pair with: bulk-apply with find/replace patterns.*

361. Session description critique. Audit this session description on 4 axes: specificity, takeaway clarity, who-it's-for clarity, hook strength. Score 1–5 each. *Pair with: standardize as your QA template.*

362. Track-level narrative. I have [N] sessions in the "[TRACK NAME]" track. Write the track-level narrative that ties them into one story. *Pair with: use as the track landing page hero.*

363. Track titles. Generate 10 candidate names for tracks covering: [LIST OF THEMES]. Mix descriptive and editorial styles. *Pair with: A/B test with an internal panel.*

364. Day-by-day theme arc. Build a Day 1 / Day 2 / Day 3 thematic arc for [EVENT NAME]. Each day should feel distinct but build toward the closing. *Pair with: agenda builder + content team.*

365. Keynote framing copy. Write the framing copy that introduces [KEYNOTE TOPIC] to attendees in the agenda — sets stakes without spoiling. *Pair with: pair with the speaker bio block.*

366. Lightning talk descriptions. I have [N] 10-minute lightning talks. Write a 40-word teaser for each from these inputs: [TITLES + SPEAKERS]. *Pair with: agenda card UI works best.*

367. Workshop description. Write a workshop description that clarifies prerequisites, what attendees will build/produce, and capacity limits. *Pair with: gate registration via a separate signup.*

368. Panel description. Write a panel description that previews the tension or debate, not just the topic. Make readers want to be in the room. *Pair with: assign a moderator early.*

369. Fireside chat description. Write the description for a fireside chat between [HOST] and [GUEST] — set the angle, not just the bio. *Pair with: send framing to both 1 week prior.*

370. Roundtable description. Write a peer-roundtable description that emphasizes attendee-to-attendee value, not a featured speaker. *Pair with: pre-assign tables by interest survey.*

371. Networking session. Write copy for structured networking that doesn't sound like forced fun. Be specific about format. *Pair with: your event platform's matchmaking feature.*

- 372. Closing keynote framing.** Write the closing keynote intro that lands the event-wide message in one sharp paragraph. *Pair with: write last — after the agenda firms.*
- 373. Session conflict resolver.** Given these 6 sessions and these 4 attendee personas, recommend which to put in parallel tracks to minimize FOMO. *Pair with: paste in the session list + persona definitions.*
- 374. Agenda-at-a-glance copy.** Write the printable "agenda at a glance" copy — title, time, room, speaker only. Optimize for scannability. *Pair with: standard 1-page print layout.*
- 375. Detailed agenda copy.** Write the full agenda — every session with description, speaker, room, level. *Pair with: structured data ideal for app + web sync.*
- 376. Session level tagging.** Tag every session as Beginner / Intermediate / Advanced / Executive based on description. *Pair with: filterable in the event app.*
- 377. Session topic tagging.** Tag every session with 1–3 topic tags from a controlled vocabulary. *Pair with: drives discovery in the event app + post-event search.*
- 378. Pre-reading recommendation.** For each session, recommend 1 piece of pre-reading (article, podcast, book chapter) for attendees who want to come prepared. *Pair with: hosted on the session page.*
- 379. Last-minute agenda change comms.** Write the announcement that [SESSION] has moved to [NEW TIME/ROOM] — push notification + signage + email. *Pair with: pre-build the template for fast deploy.*
- 380. Speaker cancellation comms.** Write the message announcing [SPEAKER] can't make it — graceful, no blame, points to a replacement/alternative. *Pair with: have a backup angle ready.*

Onsite Comms & Signage (381–394)

- 381. Welcome signage copy.** Write the entrance welcome signage — 5 words max for the hero, 10 words max for the subhead. *Pair with: brand template, large-format print.*
- 382. Wayfinding signage copy.** Write all wayfinding directional signage (registration, sessions, sponsors, expo, restrooms, food, exits). *Pair with: floor plan map.*
- 383. Registration desk script.** Write the script the registration team uses for first-time attendees: greeting, check-in flow, badge handoff, key info. *Pair with: laminated cheat sheet at the desk.*
- 384. VIP arrival script.** Write the white-glove script for VIP arrivals — greeted by name, escorted, gift/swag handoff. *Pair with: VIP list synced from CRM.*
- 385. Sponsor booth signage copy.** Write the sponsor booth signage template — short value prop, demo CTA, scan-to-learn-more QR. *Pair with: sponsor design template.*
- 386. Photo/video consent signage.** Write the signage notifying attendees that the event is being recorded/photographed, with opt-out instructions. *Pair with: legal-reviewed copy.*
- 387. Wi-Fi instructions.** Write the Wi-Fi access signage — network name, password, login flow, support contact. *Pair with: laminate; place everywhere.*
- 388. Daily push notification schedule.** Build the daily push notification schedule for the event app (6–8 push points per day). *Pair with: keep tone friendly + useful, not promotional.*

389. Morning kickoff push. Write the 8 AM Day 1 push: "your day starts here" — sets tone, points to first session, hot tip. *Pair with: your event app's push feature.*

390. Mid-session push reminders. Write reusable push reminders for "session starts in 15 min" with dynamic insertion of session name + room. *Pair with: requires an event app w/ session-add feature.*

391. Hallway track prompt. Write the push that nudges attendees to do something between sessions — talk to 3 new people, check the expo, etc. *Pair with: makes networking less awkward.*

392. Happy hour / evening event push. Write the push announcing happy hour — tone is playful, includes location + RSVP link. *Pair with: gate by attendee type if needed.*

393. End-of-day wrap push. Write the closing push for Day 1 — recap, tomorrow's agenda preview, optional homework. *Pair with: send around 7 PM.*

394. Onsite comms calendar. Build the full onsite comms calendar — every push, every signage update, every announcement — by hour. *Pair with: Sheets, owned by the show-caller.*

Attendee Engagement & Gamification (395–410)

395. Gamification mechanic brainstorm. Brainstorm 15 gamification mechanics fit for [EVENT TYPE / AUDIENCE]. Sort by effort to implement and likely engagement lift. *Pair with: your event app's gamification feature (e.g., Quest).*

396. Points-and-badges system. Design a points-and-badges system for [EVENT NAME]. Define earn actions, point values, badge levels, redemption. *Pair with: balance the reward economy so it doesn't break.*

397. Leaderboard rules and copy. Write the leaderboard rules and the in-app explainer copy. Address fairness, anti-gaming, prize logic. *Pair with: opt-in only — some attendees opt out.*

398. Scavenger hunt design. Design a scavenger hunt mechanic with [N] tasks across sessions, expo, and partner booths. *Pair with: QR codes per task.*

399. Networking-driven game. Design a game that rewards attendees for meeting new people (not just collecting points solo). *Pair with: name-tag QR or app-based handshake.*

400. Session attendance reward. Design the mechanic rewarding attendees for attending sessions outside their primary track (cross-pollination). *Pair with: badge scan at session entry.*

401. Sponsor-booth scavenger logic. Design booth-visit mechanics that benefit sponsors without feeling forced on attendees. *Pair with: opt-in lead capture only.*

402. First-time attendee onboarding game. Design a guided "first-timer" experience — 5 tasks to do in the first 2 hours to feel at home. *Pair with: app-based prompts.*

403. Daily challenge copy. Write the copy for daily mini-challenges (Day 1 / Day 2 / Day 3), each completable in <15 min. *Pair with: refreshed via push at 9 AM each day.*

404. Prize/reward catalog. Build the prize catalog with tiers — what attendees can redeem for various point totals. *Pair with: budget cap + sponsor co-fund.*

- 405. Engagement metrics framework.** Define how to measure engagement: attendance, session minutes, app actions, networking interactions, sponsor scans. *Pair with: dashboard in Looker, Sigma, or native.*
- 406. Live polling questions.** Write 10 live poll questions designed to surface useful data, not just engagement noise. *Pair with: Slido, Mentimeter, or your event app.*
- 407. Live Q&A facilitation copy.** Write the in-room copy that primes attendees to submit good questions via the app (not soft questions, not too-long questions). *Pair with: moderator coaching.*
- 408. Networking lounge prompt cards.** Write 25 conversation prompt cards for the networking lounge. Mix industry-specific + personal. *Pair with: physical cards or digital app.*
- 409. Speed-networking script.** Write the host script for a structured speed-networking session — pairing logic, timing cues, transitions. *Pair with: 4-min rounds work well.*
- 410. Topic table signup.** Write the copy for topic table sign-ups at lunch — clear topics, capacity, hosts. *Pair with: signup via the app the morning of.*

AI Companion / In-Event Concierge (411–420)

- 411. Sidekick™ Spark setup from your event data.** I'm deploying Sidekick Spark — the AI companion that answers attendee questions on my event website, built from my event data. Help me get the source content right: list everything Spark should know (schedule, sessions, speakers, venue, parking, food, Wi-Fi, registration, refunds), flag what's missing from what I have [PASTE], and draft the gap-filling answers. *Pair with: Amego Admin (the CMS); aim for accurate on day one.*
- 412. Spark greeting & starter questions.** Write the opening greeting Spark shows attendees plus 6 suggested starter questions that make it obvious what they can ask ("Where's my next session?", "Where do I get coffee?"). Match our event voice — warm, brief, never markety. *Pair with: keep the starters specific to your event, not generic.*
- 413. Spark website placement & launch copy.** Recommend where to embed the Spark widget on my event site for the most attendee use, and write the surrounding copy — the "ask our event AI anything" callout, the button label, and a one-line privacy reassurance. *Pair with: your highest-traffic pages are usually the agenda and homepage.*
- 414. Spark adoption nudges.** Write the messages that get attendees to actually use Spark — a pre-event email line, a day-one push, and an on-site signage prompt — each leading with one concrete thing it does for them. *Pair with: conversations-per-attendee is the metric that matters; nudge early.*
- 415. AI networking match logic.** Define the matching logic the AI uses to recommend "you should meet" connections — role, company, interests, prior conversations. *Pair with: must respect privacy preferences.*
- 416. AI fallback / escalation copy.** Write the copy the AI uses when it doesn't know an answer + the escalation path to a human staffer. *Pair with: critical to handle gracefully.*

417. AI live Q&A moderation prompt. Write the prompt the AI uses to cluster, summarize, and surface top live Q&A questions for a session. *Pair with: moderator approval before showing the speaker.*

418. AI session debrief summary. Write the prompt the AI uses to generate a 3-bullet summary of a session for attendees who missed it. *Pair with: pulls from the transcript.*

419. AI personalized agenda builder. Write the prompt that takes attendee inputs (role, goals, interests) and generates a personalized agenda. *Pair with: revisable by the attendee.*

420. AI post-event continued engagement. Write the prompt that drives a post-event AI experience — answers follow-up questions, surfaces session replays, recommends next-event registration. *Pair with: keeps the AI useful past the event.*

Part 9 — Post-Event

Survey & Feedback (421–434)

421. NPS survey design. Design a post-event NPS survey that goes beyond the 0–10 question. Include 3 follow-up qual questions that produce usable insight. *Pair with: Delighted, Typeform, Qualtrics.*

422. Attendee satisfaction survey. Write a 12-question attendee satisfaction survey covering content, logistics, networking, value vs. cost, likelihood to return. *Pair with: Typeform native logic-jumping.*

423. Speaker feedback survey. Write the survey speakers receive about their event experience — separately from the attendee survey. *Pair with: include rep questions for future event design.*

424. Sponsor feedback survey. Write the sponsor-side feedback survey — what worked, what didn't, ROI perception, likelihood to return. *Pair with: send to primary sponsor contact + booth lead.*

425. Internal team retro survey. Write the post-event survey for the internal team — what to keep, change, kill. *Pair with: anonymous mode = honesty boost.*

426. Session-level feedback. Write the in-app session rating form (3 questions max, sub-30-second completion). *Pair with: prompt 5 min after the session ends.*

427. Onsite intercept survey. Write a 4-question intercept survey designed to be done at the registration desk during exit. *Pair with: iPad + 1 question per screen.*

428. Non-attendee survey. Write the survey for registered no-shows — what kept them away, would they consider next time, what would change their mind. *Pair with: send within 48 hours.*

429. Survey thank-you email. Write the thank-you email that goes out 24 hr after survey submission — acknowledges feedback, hints at what changes. *Pair with: HubSpot/Marketo workflow.*

430. Open-text response coding prompt. Help me categorize 500 open-text survey responses into themes. Cluster, label, and count. *Pair with: paste in CSV; ask for sentiment + theme tags.*

431. Survey insight summary. Given these 12 quantitative metrics + 8 qual themes, write the 1-page survey insight summary for execs. *Pair with: visual chart accompaniment.*

432. Survey-to-strategy translator. Given my survey results [PASTE], generate 7 concrete strategic recommendations for next event. *Pair with: prioritized by effort × impact.*

433. Post-event sentiment pulse on social. Pull and summarize attendee sentiment from social mentions + hashtag posts. Compare to survey results. *Pair with: Sprout Social, Brandwatch.*

434. Year-over-year survey benchmarking. Compare this year's survey results to last year's. Show drift, surface anomalies, recommend response. *Pair with: maintain consistent survey questions year over year.*

Recap Content & Repurposing (435–448)

435. Event recap blog post. Write the 1000-word event recap blog post — narrative not bullet list, opens with a moment, closes with the question the event left open. *Pair with: ideal for SEO + newsletter feature.*

436. Recap social thread. Write a 10-post LinkedIn thread recapping the event — 1 moment per post, photo or stat per post. *Pair with: schedule in Typefully or Buffer.*

437. Speaker-quote graphic series. Generate 20 speaker quotes for graphic cards, pulled from session transcripts. *Pair with: paste transcripts; ask for high-signal quotes.*

438. Stat-card series. Generate 15 standalone stat cards from the event (attendance, engagement, sponsor reach, etc.) for ongoing social content. *Pair with: design template once, swap copy.*

439. Highlight reel script. Write the 90-second highlight reel script (voiceover + B-roll cues + music tone) for post-event sizzle. *Pair with: video team + Wistia or Vimeo for hosting.*

440. Session repurposing matrix. For each recorded session, generate: short clip ideas (60s), blog post angle, social caption, podcast adaptation, gated asset adaptation. *Pair with: standardize as content team intake.*

441. Clip selection from transcript. Given this 60-min transcript [PASTE], identify the 5 best clip-able moments under 60 seconds. *Pair with: timestamps included.*

442. Sales-enablement clip recommendation. Given session content + our top 3 sales objections, recommend which session clips become sales enablement assets. *Pair with: store in Gong/Highspot/Showpad.*

443. Newsletter recap section. Write the recap section for the next newsletter — 200 words, links 3 ways to engage (rewatch, register next time, read deep-dive). *Pair with: keep it skimmable.*

444. Internal recap memo. Write the internal post-event memo — wins, lessons, asks, next steps. Bulletable, exec-ready. *Pair with: paste survey + ops data, ask for synthesis.*

445. LinkedIn recap from CEO. Write the LinkedIn post from the CEO recapping the event — personal voice, 1 surprise, 1 thank-you. *Pair with: post Day 1 after wrap.*

446. Recap email to attendees. Write the recap email attendees receive 24 hr after — top sessions, on-demand links, photo gallery, save-the-date. *Pair with: HubSpot/Marketo workflow.*

447. Post-event press release w/ data. Write the post-event PR release leading with the most impressive verifiable data point. *Pair with: BusinessWire, Cision, or direct.*

448. Content-repurposing checklist. Build the post-event 30-day content repurposing checklist with assignees + deadlines. *Pair with: Asana / Notion template.*

Sales Handoff & Follow-up (449–462)

- 449. Sales handoff brief.** Write the post-event sales handoff brief — what each attendee did, signal strength, suggested next action. *Pair with: HubSpot / Salesforce native fields.*
- 450. Lead scoring framework.** Design the lead scoring model for post-event attendees — based on session attendance, booth visits, app interactions, demo requests. *Pair with: HubSpot/Marketo lead scoring.*
- 451. Hot-lead alert email to AE.** Write the alert email an AE receives when their account showed [HIGH-INTENT BEHAVIOR] at the event. *Pair with: trigger from app data + CRM.*
- 452. Personalized sales follow-up.** Write the post-event sales follow-up email from [AE NAME] to [ATTENDEE]. References specific session they attended + relevant business challenge. *Pair with: merge fields from CRM + event data.*
- 453. Demo request follow-up.** Write the follow-up for attendees who requested a demo at a booth — same-day, then 3-day, then 7-day touch. *Pair with: Salesloft / Outreach sequence.*
- 454. No-show sales follow-up.** Write the follow-up to registered-but-no-show contacts — different angle than attended follow-up. *Pair with: pair with on-demand content offer.*
- 455. ABM account post-event update.** Write the internal email summarizing all activity from [TARGET ACCOUNT] at the event — every person, every touchpoint. *Pair with: 6sense, Demandbase, RollWorks.*
- 456. Booth scan triage rules.** Define the rules for routing booth scans (BANT, MQL, junk) to the right sales destination. *Pair with: Captello, Validar, or platform-native.*
- 457. CRM data quality cleanup prompt.** I just imported 1500 leads from the event. Help me dedupe, normalize, score, and route. *Pair with: HubSpot or Salesforce native operations.*
- 458. Won-with-event-attribution analysis.** I closed [N] deals where the event was a touchpoint. Summarize patterns + recommend amplification. *Pair with: pair with finance for ROI calc.*
- 459. Event ROI report.** Write the event ROI report — cost in, leads sourced, pipeline created, revenue closed, cost-per-X. *Pair with: requires multi-quarter horizon.*
- 460. Pipeline influence narrative.** Write the narrative explaining how the event influenced [N] deals not directly sourced by the event. *Pair with: multi-touch attribution model required.*
- 461. Long-tail nurture campaign.** Build the 90-day long-tail nurture campaign for attendees who aren't sales-ready. *Pair with: HubSpot workflow or Marketo program.*
- 462. Sales-marketing alignment post-mortem.** Build the agenda for the sales-marketing post-mortem 30 days after the event. *Pair with: pair with shared dashboard.*

Part 10 — Ops & Internal

Team Briefings & Internal Comms (463–475)

463. All-hands event kickoff. Write the all-hands kickoff memo announcing [EVENT NAME] internally — strategic why, what we need from everyone, timeline. *Pair with: pair with leadership talk track.*

464. Cross-functional kickoff agenda. Build the agenda for a 90-min cross-functional event kickoff with Marketing, Sales, Product, CS, Ops. *Pair with: assign pre-reads.*

465. RACI matrix. Build the RACI for an event with [N] workstreams. Identify owners, approvers, contributors, informed. *Pair with: Asana / Notion / Smartsheet.*

466. Weekly status update template. Build the weekly event status update template — RAG status by workstream, top risk, decisions needed. *Pair with: post in a Slack channel every Monday.*

467. Slack channel structure. Recommend the Slack channel structure for an event (main, ops, marketing, sales, creative, vendor). Rules of the road for each. *Pair with: archive 30 days post-event.*

468. Run-of-show document. Build the run-of-show document for the day of the event — minute-by-minute, owners, contingency notes. *Pair with: shared with show caller, AV, ops, exec team.*

469. Show caller script. Write the show-caller script for the main stage — every cue, every transition, every speaker handoff. *Pair with: rehearsal day before.*

470. Pre-event team rally talking points. Write the talking points for a 5-min team rally the morning of Day 1 — energize without cringe. *Pair with: pair with coffee + breakfast.*

471. Daily team debrief structure. Build the structure for nightly team debriefs during the event — 20 min max, action-oriented. *Pair with: shared notes doc.*

472. Post-event team thank-you. Write the post-event thank-you message to the full extended team — specific, names a few wins, no generic platitudes. *Pair with: 24 hr after wrap.*

473. Crisis comms playbook. Build the internal crisis comms playbook for [TOP 5 LIKELY EVENT INCIDENTS]. Who calls whom, what they say. *Pair with: legal + comms reviewed annually.*

474. Volunteer briefing doc. Write the volunteer briefing — what they do, what they don't do, scripts for the top 5 questions. *Pair with: 30-min training session morning of.*

475. Org-wide event retro deck. Outline the org-wide event retro deck — what worked, what didn't, what's changing for next event. *Pair with: keep it 12 slides max.*

Vendor & Logistics (476–488)

476. Vendor RFP — venue. Write the RFP for venue partners — capacity, dates, AV needs, F&B, accessibility, decision criteria. *Pair with: Cvent / Bizly / direct outreach.*

477. Vendor RFP — AV/production. Write the production AV RFP — stage, lighting, sound, recording, streaming, livestreaming, captioning. *Pair with: scope creep is real; lock it tight.*

478. Vendor RFP — catering. Write the catering RFP — covers, dietary, service style, beverage, special diets. *Pair with: detailed allergens spec.*

479. Vendor RFP — registration tech. Write the registration platform RFP. Capabilities, integrations, branding, capacity, support. *Pair with: vendors like Amego, Bizzabo, Cvent, Hopin.*

480. Vendor scoring rubric. Build the vendor scoring rubric for the categories above. Weight criteria. *Pair with: get internal alignment before vendor calls.*

481. Master event timeline. Build the T-minus master timeline backwards from event day — every milestone, every owner. *Pair with: Smartsheet or Asana Gantt.*

482. Budget tracker structure. Build the budget tracker spreadsheet structure — categories, line items, forecast vs actual, contingency. *Pair with: 10–15% contingency standard.*

483. Vendor onsite manifest. Build the vendor onsite manifest — every vendor, contact, arrival, departure, setup needs, special access. *Pair with: shared with venue + security.*

484. Insurance and permits checklist. Build the insurance and permits checklist — liability, alcohol, talent, venue, special permits. *Pair with: legal-owned, not marketing.*

485. Force majeure / cancellation plan. Build the cancellation/postponement decision tree — who calls it, by when, who's notified, refund logic. *Pair with: pre-built saves you in a crisis.*

486. Travel and accommodation block. Build the room block strategy — number of rooms, rate, release dates, booking link copy. *Pair with: negotiate cumulative blocks across years.*

487. Swag procurement brief. Write the swag brief — quantity, items, branding, sustainability constraints, deadline. *Pair with: Printfection, Reachdesk, SwagUp.*

488. Accessibility checklist. Build the accessibility checklist — physical, visual, hearing, cognitive, dietary, neurodivergence. *Pair with: consult a specialist annually.*

Reporting & Stakeholder Updates (489–500)

489. Pre-event forecast deck. Build the pre-event forecast deck for executives — projected attendance, pipeline, ROI vs prior year. *Pair with: pair with confidence ranges.*

490. Mid-funnel marketing report. Write the mid-campaign marketing report — registrations vs goal, channel mix, paid efficiency, projected end. *Pair with: weekly cadence.*

491. Real-time event dashboard spec. Spec out the real-time event dashboard — KPIs, refresh cadence, owners, viewers. *Pair with: Looker, Sigma, native event platform.*

492. Daily event-week update to execs. Write the daily event-week update to execs — attendance, NPS pulse, sales conversations, issues. *Pair with: send by 8 AM each day.*

493. Post-event executive 1-pager. Write the post-event executive 1-pager — results vs goals, pipeline, top wins, top lessons, next steps. *Pair with: deliver within 5 business days.*

494. Post-event board deck. Outline the post-event board deck — 10 slides, narrative-first, data backs it. *Pair with: dry-run with CFO first.*

495. Marketing ROI defense memo. Write the memo defending event ROI to a skeptical CFO — show full-funnel attribution, not just sourced revenue. *Pair with: agree on attribution model BEFORE the event.*

496. YoY comparison report. Build the YoY comparison report — attendance, sat, pipeline, revenue, cost, NPS. Flag drift. *Pair with: maintain consistent metrics.*

497. Sponsor ROI report. Write the personalized ROI report each sponsor receives — booth scans, sessions attended by their target accounts, social reach attributable. *Pair with: send within 10 business days.*

498. Cost-per-lead, cost-per-MQL, cost-per-SQL analysis. Calculate CPL, CPMQL, CPSQL and compare against industry benchmarks for B2B events. *Pair with: requires consistent definitions.*

499. Multi-event annual report. Build the annual report comparing all events in the portfolio — flagship, regional, virtual. Identify portfolio strategy. *Pair with: drives next-year planning.*

500. Industry benchmark report. Compare our event metrics against published industry benchmarks for [EVENT TYPE / SIZE]. Flag where we're above / below. *Pair with: Bizzabo or Skift Meetings reports.*

Closing

That's 500 prompts — half the size, weighted toward the work event marketers actually own.

A few notes for getting value out of this:

Treat this as a starter library, not a script. The best prompts here are the ones you adapt to your specific event, audience, and product. Replace every placeholder with real specifics — **[PERSONA]** → "VP of Marketing at a \$50–500M B2B SaaS company who manages a 3-person events team" beats "B2B marketer" every time.

Build your own context block once. Most of these prompts assume the model knows your event, brand, and audience. Save 5 minutes per prompt by writing a single context block (event name, audience, voice, what you don't say, what success looks like) and pasting it at the top of every chat.

Keep a prompt log. When a prompt works exceptionally well — the speaker outreach that got a 60% response rate, the LinkedIn ad that hit 4% CTR — save it with the actual filled-in version. After 6 months you'll have a custom playbook that outperforms any generic library, including this one.

Use AI to interrogate your work, not just generate it. Half the value here is in the audit/critique prompts. "Here's the registration page — tell me what's wrong" beats "write me a registration page" almost every time, because it forces the model to engage with your real constraints.

Good luck with the event.