

Event Planner Template



Event Planner

This event planner is a roadmap for organizing impactful senior living events that drive engagement and occupancy growth. The success of an event is a team effort. Assign roles and responsibilities to team members. Meet with the team often to ensure that the planning is on track.

Goal of the Event [Aim for a SMART goal.]	
Target Audience [Seniors, adult children, community, potential employees]	
Type of Event [Open house, educational, wellness fair, social mixer]	
Event Date & Time	
Event Location	
Event Theme	

Event Planning Checklist

Pre-Event (12 Weeks Before)

- Secure venue and logistics
- Book guest speakers, entertainers, or panelists
- Map out a campaign strategy to promote the event
- Set up event registration forms/platforms

Promotion (8 Weeks Before)

- Launch your promotional marketing campaign
 - Social media organic posts
 - Digital ads
 - Email
 - Website updates
 - Website landing pages
 - Print pieces, flyers, invitations
 - News releases, community/chamber announcements
 - Collaboration with referral sources (hospitals, senior centers)

Week of Event (7-10 Days Before)

- Confirm final guest count and logistics
- Prepare signage, name tags, brochures, and event materials
- Conduct final social media push with countdown reminders
- Send a final email reminder
- Ensure staff and volunteers are briefed and assigned roles
- Test equipment and setup

Event Planning Checklist cont.

Day of Event

- Welcome guests and manage check-in
- Engage attendees and facilitate networking
- Capture photos and videos for immediate social media posting and for future marketing materials
- Capture video and/or do Facebook Live
- Collect attendee contact information for follow-up
- Encourage attendees to leave reviews and feedback

Post Event (Start Immediately After)

- Send thank-you emails to attendees, speakers, and partners
- Share event highlights on social media
- Add new contacts to your CRM
- Follow up with highly interested prospects by offering tours, special offers, or incentives
- Develop a nurturing strategy for leads who aren't ready to take the next step
- Analyze event success based on attendance, feedback, and conversion metrics
- Document key takeaways and improvement ideas to enhance future events

Need expert guidance on event planning or promotional strategies?

At Marketing Essentials, we bring 25+ years of senior living expertise to help communities like yours craft events and strategic marketing campaigns that support occupancy goals across the full continuum of care. Let's partner to make your next event a success!

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