

## Organizer post-event checklist

Designing a safe, successful event in a post-COVID-19 world: physical, digital, or hybrid

- ☑ **Stay connected to your audience**  
Make all of your content on demand and in bite-sized pieces. Promote that recorded content that will allow attendees and virtual attendees alike to engage after the show.
- ☑ **Personalized communication and gratitude**  
Thank all who participated online and in person.
- ☑ **Debrief**  
Evaluate everything from your floor design to content delivery for the live and online audience. What went well? Where can you improve next time? As we adapt, we must continually adjust to create the best possible experiences.
- ☑ **Seek out feedback**  
Tap your top exhibitors and ask them about their experience. Check in with the attendees. Find out what will keep them involved in the community.
- ☑ **Share your story**  
Colleagues are looking for examples of events taking place and best practices. Create a case study of your event and share it on social media.