FAST® Process Event and Engagement Planning and Execution Form™

Overview	
Title:	**Event Dates:**
Purpose:	**Meeting Time:**
Travel Dates:	**Location:**
Traveler:	

Note: Change all items in RED to meet your specific requirements; add additional rows as necessary.

#	Pre-Event Action Item	Assigned To	Target Date	Completed Date
1	Identify target or potential customers attending the event			
2	Research the target customer attendees in advance of the meeting			
3	Always satisfy the TargetGov Rule of Three™ in preparation for any meetings at events.			
4	Prepare capabilities statements fine-tuned to speak to your target customers			
5	Create engagement list from the above; familiarize yourself with the event location and layout			
6	Obtain business cards and marketing materials, as necessary			
7	Download event mobile app; use to connect with attendees, if available			
8	Announce attendance on LinkedIn and other social media			
9	Plan to post and tag others via LinkedIn during event			
10	Use the 'connections near me' feature within LinkedIn or event app			

Objectives

Identify overarching primary objective; i.e. Engage customers to increase business
- List quantitive objectives to measure success; i.e. Engage 5 targeted customers

Engagements (During the Event)

Name	Title	Organization	Phone	Email

Itinerary

DD.MM.YY Arrive to Event Location
- Task 1
- Task 2

DD.MM.YY Event Name Day 1
- Task 1
- Task 2

DD.MM.YY Event Name Day 2
- Task 1
- Task 2
- Task 3

DD.MM.YY Event Name Day 3
- Task 1
- Task 2
- Task 3

DD.MM.YY Return to Home Location

Results

- List results; i.e. engaged 5 targeted customers
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#	Post-Event Action Items	Assigned To	Target Date	Completed Date
1	Connect with all new contacts via LinkedIn			
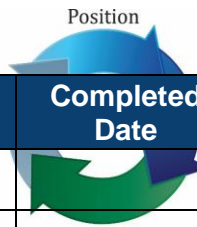
#	Post-Event Action Items	Assigned To	Target Date	Completed Date
2	Add all new connections to the CRM			
3	Follow up with special leads within a week of event			
4	List other action items and assign to team			
5				
6				

Note: List new contacts within the Engagements section or use business cards to populate the CRM.