

## 10 Simple Steps To Get Started

**Step 1** - Begin the planning process as early as possible. Determine the dates, times and location of the event, as well as the total number of attendees and special guests. Create a list of what equipment will be required to deliver the information, such as audio/visual equipment, presentation monitors, connectivity requirements (especially important for watch parties), microphones and cable connections. Set a budget. If you anticipate your event having 100 attendees or more, send confirmed details to [events@exprealty.net](mailto:events@exprealty.net) so leadership can potentially attend.

**Step 2** - Contact the venue of choice and speak with the event planner of the corporate sales department. Explain the details of the event and coordinate the availability of the dates, along with expenses. Take note of any equipment or services that will be provided, as well as any accessories, such as tablecloths, water, paper and pens. Complete an initial walk-through of the designated venue. Important: Be sure to talk about protocols and venue requirements in regard to safety and COVID-19.

**Step 3** - Sign any required documents with the venue immediately as a delay in signatures may force the release of the reservation dates. PLEASE NOTE: Any agreements will be signed on your behalf, or on behalf of the person planning the event, not eXp Realty.

**Step 4** - Create a draft agenda for the event. Determine arrival times, as well as speaking and presentation schedules. Send a Save the Date email. Include slots in the agenda for welcome, introductions, questions and breaks. Always include a dining slot for all-day events. Make note of refreshments and meals according to the needs of the drafted agenda.

**Step 5** - Send out invitations to all attendees and speakers. List the date, time, location and purpose of the event on the invitation. Attach general directions with a small map to each invitation. Ensure that the location information on the invitation includes a full address with zip code and phone number for the hotel. Utilize the marketing tools and promotion timeline provided by eXp's marketing team.

**Step 6** - Complete the final agenda of the event. Make any changes or updates to the draft to include any location specifics. Update the list of needed items to include any additional items you may need to bring with you to the event.

**Step 7** - Visit the location the day before the event. If possible, set up the equipment, speak with the event planner and identify any final aspects that need to be addressed.

**Step 8** - Arrive at the location two to three hours prior to the start of the event. Complete a final walk-through of the designated venue. Set up and test all equipment, speakers and microphones. Complete any final communications and arrangements with the location's representative.

**Step 9** - Enjoy your event! Make sure everyone is doing their assigned responsibilities and that the event is tracking on time. Be available for questions from staff and attendees.

**Step 10** - Ensure that all equipment is returned in good condition immediately after the event. Clean the area and dispose of any trash in the provided receptacles. These steps will ensure the return of any security deposits provided during the reservation process.