

Complete this checklist and submit it to the Paurtal team to get your event set up.
Email: support@paurtal.com | Upload: paurtal.com/event-assistant.html

1. Event Overview

Event Name: _____

Event Type:

- Conference
- Workshop
- Seminar
- Training
- Social / Community
- Other: _____

Event Description: _____

Event Objective: _____

Target Audience: _____

2. Event Branding & Design

Do you have an event brand guide?

- Yes (please share logo, colors, fonts)
- No (Paurtal can assist)

Event Banner Design:

- Available
- To be created by Paurtal

Additional Assets:

- Speaker images
- Sponsor logos
- Marketing creatives

3. Event Landing Page

Do you need a landing page?

- Yes
- No

If yes, provide:

- Event description (long)
- Agenda / program overview
- Speakers (names, bios, images)
- Venue details / virtual link
- FAQs

4. Ticketing & Registration

Is the event:

- Free
- Paid

Ticket Types:

- General
- VIP
- Early Bird
- Group Tickets
- Other: _____

Ticket Pricing: _____

Ticket Limits / Capacity: _____

Ticket Format:

- Digital Ticket (QR code / WhatsApp)
- Printed Ticket
- Badge Pass

Badge Design Required?

- Yes
- No

5. Event Schedule

Event Start Date: _____

Event End Date: _____

Duration:

- One day
- Multiple days

Daily Schedule / Program: _____

6. Audience & Database

Do you have an existing audience database?

- Yes
- No

Format:

- Phone numbers (WhatsApp)
- Email addresses
- Both

Estimated audience size: _____

7. Pre-Event Communication

Channels:

- WhatsApp
- Email
- Both

Messages required:

- Event announcement
- Registration confirmation
- Reminder messages

Reminder Schedule:

- 3-5 days before
- 1 day before
- Same day
- Custom: _____

8. During Event Engagement

Live communication during event?

- Yes
- No

Announcements:

- Session start notifications
- Break reminders
- General updates

Engagement Features:

- Live polls
- Session-based feedback
- Q&A via WhatsApp
- Resource sharing

Data Collection:

- Feedback per session
- Overall event rating
- Contact updates
- Custom questions: _____

9. Multi-Day Event

Daily reminders?

- Yes
- No

Repeat engagement each day?

- Yes
- No

Day-specific differences: _____

10. Post-Event Follow-Up

Messages to send:

- Thank you message
- Feedback request
- Event recap
- Resources (slides, recordings)
- Offers / next event

Feedback Collection:

- Simple rating (1-5)
- Detailed form
- Testimonials

11. Reporting & Insights

Do you need analytics?

- Yes
- No

If yes:

- Attendance vs registration
- Engagement rates
- Campaign performance
- Feedback insights