



# Virtual Summit Checklist

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## 90 days before the summit

- Choose a theme
- Name your summit
- Grab the domain name that matches your summit
- Determine the dates you will host your event
- Figure out the topics you want to cover in your summit
- Make a list of speakers you want to invite
- Set up a Facebook group for your Summit

## 60 days before the summit

- Get a graphic header designed for your summit's website
- Create a web page with all the speakers' photos and their topics
- Set up a welcome page where registrants can access all the details (schedule, links, etc)
- Set up an upgrade page where registrants are invited to purchase recordings
- Draft an agreement for your speakers to sign
- Start inviting guest speakers

### 45 days before the summit

- Confirm guest speakers
- Prepare Introductions for each speaker
- Prepare Interview questions for each speaker
- Get speaker agreements signed and confirmed
- If interviewing speakers in advance, schedule all interviews
- Plan out your email and social media promotion calendar

### 30 days before the summit

- Write emails for announcing the summit
- Write social media posts for promoting the summit
- Send speakers emails and social media posts they can use to spread the word
- Write confirmation emails and reminder emails for all sessions to attendees
- Make sure sign-up is working and upsell offer is working - test as a potential customer
- Test ALL emails and links BEFORE sending anything to speakers or participants

## 2 weeks before the summit

- Begin promotion of the summit - email and social media
- Confirm with all the speakers to remind them of dates
- Test microphone and camera, and the platform you'll use to run your summit (Zoom, Facebook, etc.)
- Send a final reminder to all panelists and the Zoom link
- Send out encouragement and reminders to speakers to promote the summit
- Record all interviews (if doing a pre-recorded format)

## During the summit

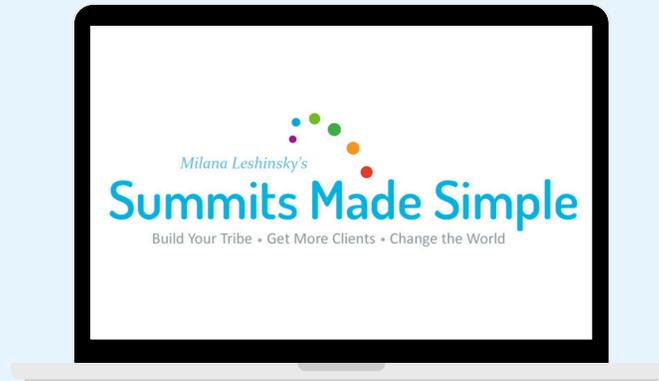
- Throughout the event continue to promote the upgrade offer to the participants
- Keep the momentum up for the summit on social media by posting upcoming sessions and your notes on each completed session
- Comment on your participants' thoughts and questions in the summit Facebook group

## After the summit

- Send a thank you to speakers
- Follow up with all summit attendees and offer one final chance to get the recordings
- Invite participants to the next step with you - into your program or service

# Create Your Own Profitable and Game-Changing Virtual Summit to Grow Your List, Attract More Clients, and Transform Your Business FOREVER!

## Get Started Below...



[www.SummitsMadeSimple.com/enroll](http://www.SummitsMadeSimple.com/enroll)



Milana Leshinsky is the originator of the telesummit and virtual summit and she knows exactly what works and what doesn't when it comes to hosting your own event. She's been hosting summits since 2005 (including the very first one in the world!) and is still getting amazing results every time she creates a new summit!

Milana is also an entrepreneur, business strategist, and a marketing mentor to coaches, authors, and speakers. She is the author of two books, "**Coaching Millions**" and "**Simplicity Entrepreneurship**", and the creator of **Coaching Genie**, a coaching platform that allows you to deliver coaching programs to 1-on-1 clients and groups. Milana is passionate about helping people create an easy-to-scale business and overcome fear of technology.