✅ MESA Event Engagement Checklist

Sourced from "MESA's Biggest Networking Event Ever" – July 2025 (Theme: "The Engagement Equation – Before, During, and After the Event")

🟢 BEFORE THE EVENT

Plan, personalise, and spark curiosity

- ◆ Define engagement goals – What does success look like for organisers & attendees?
- ◆ Host mini pre-events or micro-meetings to build momentum
- ◆ Use personalised invitations with QR codes for data capture
- ◆ Open your event app early and gamify registration
- ◆ Leverage FOMO: activate influencers, speakers, and past participants
- ◆ Send high-value gifts to top prospects (e.g. pen teaser campaign)
- ◆ Launch micro-communities on WhatsApp or Slack grouped by interest/sector
- ◆ Empower ambassador networks to connect newcomers
- ◆ Publish media and speaker content from past events
- ◆ Share a countdown campaign (Top 10 Visitors, quizzes, polls)
- ◆ Arrange pre-event 1:1 meetings and networking challenges
- ◆ Run themed marketing campaigns with content teasers and rewards
- ◆ Collect expectations from attendees – what do they want to gain?

🟠 DURING THE EVENT

Make interaction effortless, inclusive, and energising

- ◆ Use LED walls, dynamic visuals, and immersive set-ups
- ◆ Host "reverse panels" where attendees ask the questions
- ◆ Create networking missions with coloured lanyards or badges
- ◆ Include interactive and wellness-based lunch breaks (e.g., Tai Chi, treasure hunts)
- ◆ Build "connection lounges" – access only with 3 new contacts
- ◆ Rotate session summaries by attendees (not speakers!) for real insight
- ◆ Offer selfie stations, social walls, and photo ops with branded backdrops
- ◆ Use apps for live polling, gamification, and challenges
- ◆ Include a DJ or live music for energy and transitions
- ◆ Provide a WhatsApp AI Concierge for real-time info and help
- ◆ Engage senses – light, sound, touch – through creative staging
- ◆ Talkaoke-style pop-up discussion zones for spontaneous dialogue
- ◆ Create a "hot seat" learning carousel or central stage for crowd participation
- ◆ AI-powered photo booths with thematic overlays
- ◆ Keep an eye out for solo attendees – train staff to support inclusion

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🔵 AFTER THE EVENT

Sustain momentum and build future loyalty

🔶 Keep the event app live for 2–3 weeks (for leaderboard, galleries, and messages)
🔶 Share recordings, knowledge nuggets, infographics, and visual summaries
🔶 Use AI to power post-event photo tagging and delivery
🔶 Ask attendees how they want to be followed up – then tailor the outreach
🔶 Launch post-event quizzes or competitions based on pre-event campaigns
🔶 Send feedback surveys with incentives
🔶 Repurpose content for blogs, podcasts, or short videos
🔶 Publish a "Top Takeaways" piece with audience contributions
🔶 Extend access to shared assets (videos, resources, contacts)
🔶 Share event impact reports or "graphical facilitation" summaries
🔶 Use social media creatively (e.g., Backtrack clips, testimonial montages)
🔶 Reconnect 2–3 months later: revisit goals, share learnings, and ask for updates

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💬 Final Tip:

Engagement isn't a moment — it's a journey.
Plan it like a story: hook them in before, energise them during, and stay present after.

What is Engagement?
Event engagement is more than attendance. It's about participation, connection, and contribution. Engaged attendees learn more, network better, and return for future experiences.

Further: Michael Jackson article – [Stop Planning Events. Start Designing Results](#)