

Post-event engagement plan template

Having a robust post-event engagement plan is essential for keeping the momentum going long after the event ends.

This template helps you design and execute a structured strategy to maintain attendee interest, nurture relationships, and drive meaningful actions.

It includes detailed timelines, audience segmentation strategies, suggested follow-up communications, and feedback collection methods to ensure attendees remain engaged, valued, and primed for future interactions.

Objectives

Clearly define what you aim to achieve with post-event engagement.

Primary objective [e.g., Strengthen relationships, drive conversions, gather feedback]

Secondary objectives [e.g., Generate leads, promote upcoming events, upsell services]

Key metrics to track

Metric	Target	Current baseline	Notes
Attendee engagement rate	[e.g., 75%]	[e.g., 60%]	% of attendees interacting post-event
Conversion rate	[e.g., 10%]	[e.g., 5%]	Registrants who converted post-event
Follow-up email open rate	[e.g., 40%]	[e.g., 25%]	Measured through email marketing

Social media mentions	[e.g., 200]	[e.g., 100]	Posts tagged with the event hashtag
Feedback survey response rate	[e.g., 50%]	[e.g., 30%]	% of attendees completing the survey

Timeline

Week	Activity	Owner	Notes
1	Send thank-you email with highlights	[Name/Team]	Include resources and next steps
2	Share event recap on social media	[Name/Team]	Include photos, videos, and quotes
2-3	Conduct follow-up calls with high-value leads	[Name/Team]	Focus on upselling or booking meetings
3	Launch feedback survey	[Name/Team]	Offer an incentive for completing
4	Announce next event or exclusive offers	[Name/Team]	Use learnings to tailor messaging

Audience segmentation

Segment	Description	Engagement strategy
Highly engaged	Attendees who asked questions or interacted frequently	Send personalized thank-you notes and VIP offers.
Moderately engaged	Attendees who participated minimally.	Share content like event highlights or resources.
Unengaged	Registrants who didn't attend or interact	Offer exclusive access to recordings or demos.

Engagement tactics

1. Email campaigns

Email type	Content	Send date	Owner
Thank-you email	Event summary, key takeaways, survey link	[Insert date]	[Name/Team]
Resource follow-up	Links to recordings, presentations, or additional resources	[Insert date]	[Name/Team]
Upcoming event teaser	Highlight the next event or webinar	[Insert date]	[Name/Team]

2. Social media

Platform	Content	Post date	Notes
LinkedIn	Event highlights with attendee tags	[Insert date]	Encourage sharing
Twitter	Top quotes or key moments	[Insert date]	Use event hashtags
Instagram	Photos and stories from the event	[Insert date]	Tag key speakers

3. Personalized outreach

- High-value leads: Schedule follow-up calls or 1:1 meetings.
- Speakers: Share personalized thank-you notes or testimonials.
- Sponsors: Provide performance metrics and exclusive follow-up opportunities.

Feedback collection

Feedback type	Method	Incentive	Notes
Event satisfaction	Post-event survey	Discount on next event	Include qualitative and quantitative questions
Content feedback	In-session polls or post-event quiz	Access to bonus material	Focus on improving future events
Networking experience	Open-ended feedback in survey	Entry into giveaway	Ask about specific interactions or platforms

Next steps & long-term engagement

1. Short-term:

- Share the event highlights document with attendees.
- Publish a blog post recapping the event.

2. Long-term:

- Create a nurture email series based on event themes.
- Host smaller follow-up events or webinars on specific topics.