

EVENTASTIC 2026

**THE INFLUENCER EVENT
PLAYBOOK
YOU SHOULD'VE BUILT
LAST YEAR.**

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THE SETUP

**YOU'RE REBUILDING
THE PLANE EVERY
SINGLE TIME.**

WHAT IT LOOKS LIKE

You decide, last minute, that you need creators to promote (or attend) your conference. Let the panic spiral commence.

BUT THIS IS ACTUALLY COSTING YOU.

COST 01 — TIME

**TIME. SO.
MUCH. TIME.**

Sourcing creators who should already be in your pipeline.

COST 02 — CONTENT

**FIRST-TIME
EVERYTHING**

New creators are constantly being onboarded (instead of going deep).

COST 03 — PROOF

**A LINE
ITEM, NOT
A RETURN.**

You can't measure a program that's a little too different every time.

THIS IS THE SYSTEM.

Run all four parts, for every event. Then you can adjust the details, not the framework.

01

**CREATOR
TIERS**

02

**THE EVENT
BRIEF**

03

**THE
TIMELINE**

04

**MEASURE-
MENT**

DIFFERENT CREATORS HAVE DIFFERENT JOBS.

01 HYPE CREATORS

They get people in the door. Pre-event buzz, registration pushes, and on-brand content.

02 EXPERIENCE CREATORS

They capture the energy day of. Live content, real-time stories, and the type of content that makes people wish they were there.

03 AUTHORITY CREATORS

They're on stage (or adjacent to it). Typically producing thought leadership, session recaps, and/or expert-level takes.

04 BRAND AMBASSADORS

They make the event look like the place to be. Think of street interviews, BTS content, and the creators who brag about being at the event.

YOUR CAMPAIGN BRIEF WON'T WORK HERE.

WHAT GOES IN THE BRIEF

Posting timeline tied to event dates.

What they can and can't film on-site.

Badge, access, logistics.

Whether deliverables are real-time or post-event.

Usage rights specific to event content.

WHAT TO LEAVE OUT

The 10-page PDF.

A word-for-word script

Goals like "create buzz" and "sell out the event"

RETENTION OVER RECRUITMENT. **EVERY TIME.**

SAME STRUCTURE. EVERY EVENT. ADJUST THE **DETAILS**, NOT THE FRAMEWORK.

PRE-EVENT

8-12 WEEKS OUT

Source and contract.

Send brief and assets.

Creators start hype content.

Push registrations.

DURING

EVENT WEEK

On-site logistics.

Live posting.

Ambassador content capture.

Approvals in real time, if needed.

POST-EVENT

1-2 WEEKS AFTER

Recap content goes live.

Pull analytics at 7 days and 30 days.

Repurpose into owned channels.

Debrief with creators.

STOP SOURCING. START RETAINING.

A bench is not a roster. It's a relationship you keep warm between events — so you're never starting from a cold inbox again.

01

BUILD A BENCH.

10–15 vetted creators. Not everyone has to activate every time, but the relationship stays warm.

02

TIER THE BENCH.

Some are always-on. Some are event-specific. Budget accordingly.

03

DEBRIEF EVERY TIME.

What worked, what didn't, and what they (and you) would change next time. That's how the next one gets better!

04

LET THE DATA DECIDE.

Who drove registrations? Whose content got repurposed? Whose event highlight content performed best? That's who you activate at the next event.

THREE NUMBERS. THAT'S IT.

PART 04 — MEASUREMENT

01

CREATOR- ATTRIBUTED REGS

Use custom links to track who drove traffic + registrations.

But keep in mind, not all regs will be easy to attribute.

02

ENGAGEMENT + REACH

Whose content performed? Who sparked dialogue in the comments?

If it didn't drive registrations, did it drive reach (with the right audience)?

03

CREATOR RETENTION

Are your best people interested in coming back next year?

If yes, congrats. You're building relationships *and* stronger content!

NOW GO BUILD IT.

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