EVENT CHECKLIST

SCIENCE OF PEOPLE

Here's what to do before your next big thing—whether that is a presentation, party or event.

- [ ] Set your social intention. What do you want out of this event? What do you hope to learn, feel, get or do at this event? Who do you hope to meet? The more specific your intentions the more likely you are to achieve them:

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- [ ] Do you need a wingman or wingwoman? Can you bring someone? Do you know anyone else who is going that you can reach out to ahead of time? Can you carpool?

Days before the event:

- [ ] Do your social research. Pre-planning can build confidence. Is there a guest list? Can you look up anyone on social media or LinkedIn? Want to pre-remember some names? How well do you know the host—look up any updates going on in their life.

- [ ] Get your gear and logistics right. Do you need business cards? What's the dress code? Do you have an outfit that makes you feel BOTH comfortable and confident? Where do you park? When should you leave for the event given the traffic? Sort the logistics out before you arrive so you are not stressed, late, or distracted.

Day of the event:

- [ ] Get ready for an amazing conversation. What conversation starters can you use tonight to avoid "How are you?" "What do you do?" and "Where are you from?" If YOU are asked one of those questions create a pivot answer — where you answer, but then pivot to something more interesting.

- [ ] Prep your story toolbox. Have any new stories to share? Remind yourself of your trigger words so you are ready to share an interesting story at a moment's notice.

- [ ] Do a success routine. As you get ready remind yourself of your previous successes. Play music that makes you feel great, call a confident-giving friend or watch our Science of People YouTube videos to get in a good mood.

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At the event:

- [ ] Use the triple threat in every first impression — show your hands, use a launch stance, and engage with eye contact.
- [ ] Try to break social scripts — ask "Working on anything exciting these days?" or "Have any fun plans coming up?"
- [ ] Ask for advice if you meet someone inspiring!
- [ ] Look for "me too" moments and search for threads of commonalities.
- [ ] Watch to see if you can spot one of the 7 universal microexpressions. Review them all here: Microexpression Guide

After the event:

- [ ] Do a post-mortem. What went well and what didn't? What did you learn? What will you do differently next time?
- [ ] Do you have to thank anyone or follow up? Should you reach out or connect with anyone on LinkedIn or social media? Should you thank the host? Did you meet any new people? Set a date to get together!
- [ ] Need more practice? Re-read Captivate, check out Vanessa's second book, Cues, or join us in People School!

You got this! Remember every event is a learning experience. You never know what you will learn, who you will meet, or what event might be a surprising success.

Always in support of you!

Vanessa Van Edwards

