

# CHECK LIST

**Your NUEDIGITAL event – successful, inspiring and well planned!**

## □ Goal and target group

- **Target group:** Who do you want to address?
- **Goal:** What do you want to achieve?
- **Topic:** What appeals best to your target group?

## □ Accessibility of the target group

- **Timing:** When is the best time to reach your target group?
- **Event Format:** What is the best format for conveying your topic and reaching your target group?

## □ Type of event

### • VIRTUAL

**Length & Timing:** 45 minutes max., start in the morning to early afternoon.

**Advantages:** independent of location, broad audience.

**Formats:** Keynotes, Presentation, Best Practices, Q&A.

### • ON-SITE

**Length & Timing:** longer than virtual, start in the afternoon or evening.

**Advantages:** shared experience, intensive networking.

**Formats:** Workshops, Hackathons, Panel Talks, Barcamps.

## □ No-show rate

- **Overbooking** of approx. 40-50%, to compensate for no-show rate.

Assuming a no-show rate of 45%, you need 162 registrations to ensure 100 attendees at your event.

## □ Your event online

- Event submission starts in **March 2025** via the **NUEDIGITAL website**.
- **Title:** short, concise and appealing.
- **Content:** informative, detailed and structured.
- **Image:** relevant to the event and inviting (3:2 ratio, no text in image).
- **Track:** Select the most appropriate category for your event. See the [🔗 2024 blog post](#) for examples and details.