

47Hz Startup Event Checklist

Print this. Bring it to every event. ✓ every box.

BEFORE THE EVENT

1. Define your goal

One goal per event. Are you looking for customers, investors, co-founders, hires, or learning? Write it here:

MY GOAL FOR THIS EVENT

2. Research the attendee & speaker list

Identify 10–15 people you specifically want to meet. Look them up on LinkedIn.

3. Prepare your 30-second introduction

No jargon. No buzzwords. Practice it out loud 5 times.

4. Set up your follow-up system

CRM, spreadsheet, or notes app. Create a template: name, company, discussion, promises, follow-up date.

5. Pack your kit

Phone + laptop charged · Battery pack · Business cards · Notebook + pen · Comfortable shoes

6. Register for side events

Dinners, after-parties, coffee meetups. These fill up fast — register early.

DURING THE EVENT

7. Arrive early

The first hour is the best time to meet people. Walk in during the coffee/registration window.

8. Lead with curiosity, not your pitch

"What are you working on?" beats your elevator pitch every time.

9. Take notes after each conversation

Name, what you discussed, any promises made. Step aside for 60 seconds after every meaningful chat.

PEOPLE I MET / NOTES

10. Attend sessions that matter, skip the rest

Use non-relevant session time for hallway conversations and 1-on-1s.

11. Be visible on social

Tweet from the event. Tag speakers and organizers. Post a photo of a valuable session.

AFTER THE EVENT

12. Follow up within 48 hours

Personalized message to every meaningful connection. Reference something specific from your conversation.

13. Connect on LinkedIn with a personal note

"Great meeting you at [event]. Really enjoyed our conversation about [topic]."

14. Write a debrief

What did you learn? Who did you meet? What actions came out of it? What would you do differently?

DEBRIEF / KEY TAKEAWAYS

15. Add warm contacts to your CRM

Set a reminder to check in with high-potential connections in 2–4 weeks.