Event Naming Checklist (Printable)

Use this one-page checklist to pick a short, memorable, and on-brand event name.

Define the Core

☐ What outcome/emotion do we want to evoke (learn, celebrate, connect, fundraise)?

☐ Who is the primary audience (e.g., founders, families, donors, professionals)?

☐ Single-sentence positioning: "This event is for X who want Y."

Brand Fit & Tone

☐ Name aligns with brand values and voice (innovative, elegant, playful, community).

☐ Consistent with existing event portfolio and naming patterns.

Name Styles to Explore

☐ Functional: Summit, Expo, Forum, Gala, Festival.

☐ Evocative: Harmony Fest, Groovy Gathering, Starlit Vows.

☐ Local/GEO: Stouffville Family Fest, Toronto Tech Expo.

Shortlist (3–5 Options)

☐ Each option is ≤ 3 words and easy to pronounce/spell.

☐ Passes the 'radio test' (clearly understood when heard once).

Availability Checks

☐ Exact/close-match domain available (.com or relevant ccTLD like .ca).

☐ Social handles available on key platforms.

☐ Trademark search (CA/US) shows low conflict risk.

Global Sense Check

☐ No negative meanings in target languages/regions.

☐ No cultural sensitivities or unintended connotations.

Audience Feedback

☐ Quick poll with 5–10 target attendees (clarity, excitement, fit).

☐ A/B test headline clicks in an email or ad (optional).

Final Pick & Lockdown

☐ Reserve domain and social handles.

☐ Create style line: "Event Name: [Tagline/Descriptor]."

Launch Assets

☐ Header image and social tiles with the new name.

☐ Update website, tickets, email footer, and press note.

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QA Before Publish

- [ ] Spell-check everywhere; capitalization consistent.
- [ ] Add ALT text and structured data (FAQ/Article) on the page.