

# 7 Steps to a Great Event Name

Quick, printable reference for naming with impact.

## 1. Define the Core

- Outcome/emotion and audience; one-sentence positioning.

## 3. Explore Name Styles

- Functional (Summit/Expo), Evocative (Harmony Fest), GEO (Toronto Tech Expo).

## 5. Availability

- Domains, handles, and trademark pre-screen (CA/US).

## 7. Validate & Launch

- Poll audience, lock assets, and publish with FAQ/schema.

## 2. Brand Fit & Tone

- Mirror values; stay consistent with your event family.

## 4. Shortlist

- 3–5 options;  $\leq 3$  words; pass radio test.

## 6. Global Sense Check

- Positive meanings across languages/regions.