



# Cultural Activation Checklist

## BEFORE YOU BOOK

- Define attendee demographics & interests (including dining)
- Align cultural programming with event objectives
- Create a priority list of 3-5 cultural experiences in Gwinnett

## DURING PLANNING

- Select venues that reflect local character and storytelling
- Book arts, performance or culinary experiences early
- Plan networking around cultural hubs (town centers, parks, museums, etc.)

## ON-SITE EXECUTION

- Use local food & beverage for all meal functions
- Include place-based signage & storytelling elements
- Hold at least one event component outdoors

## POST EVENT

- Gather attendee feedback on cultural elements
- Repurpose cultural photos + testimonials in post-event content
- Share local partner info with attendees for future visits