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| **EVENT MARKETING PLAN** |
| INSERT EVENT NAME HERE |
| INSERT VENUE/LOCATION HERE |
| **INSERT DATE HERE** |

**Event Marketing Coordinator** *(preparing this Event Marketing Plan)*

Name:

Position:

Company:

Postal Address:

Mobile:

Email:

Document Created:

Document Last Edited:

Document Edited by:

**INTRODUCTION (OR EXECUTIVE SUMMARY)**

***The purpose of your introduction or executive summary is to summarise the key content from your Event Plan or Business Plan.***

***Make sure you include essential information such as:***

* ***Event name, dates and location.***
* ***Event type and structure, i.e. concert, market, festival, sports event, tradeshow, etc.***
* ***Attendee profile*** 
  + ***Target demographic***
  + ***Expected/target attendance number***
  + ***Admission charges or registration details etc.***
* ***Past results, including successes or challenges experienced during previous events.***

**EVENT OBJECTIVES**

***Identify the goals and objectives for your event. This will largely come back to the question ‘why are you running this event?’ and this information should already be established in your Event Plan.***

**SWOT**

***Developing a SWOT analysis is a marketing (and business) fundamental and works exceptionally well to explore various areas of your event to ensure your promotional plan is well thought out. Dot points for each section will work fine:***

**Strengths *Consider all the elements that make your event unique, and put your event in a strong position for success. Your strengths are generally things that you and your organisation can control or give you an advantage over others; it could be your reputation, a special drawcard or celebrity appearance, a major sponsor etc.***

**Weakness *Consider all the elements that may weaken your event proposition. Weaknesses are generally internal factors that may place your event at a disadvantage relative to others, such as limited budget or resources, time to achieve results, or your event team experience etc.***

**Opportunities *This is a great time to explore all the opportunities available to your event, and identify how to maximise this. Opportunities external to your organisation and may be media related, potential partners or collaborations, or simply something in the market that you can exploit for your events advantage***.

**Threats *Identifying possible threats to your event, whether it is other similar events competing against yours, possible bad weather, event site access issues, it is crucial to ensure you have solution in place to mitigate any issues that may arise. Threats to your event can also be combatted by the careful creation of marketing messages.***

**TARGET AUDIENCE**

***Who is your target audience? You may have more than 1, and it is important to identify all your target audiences in a marketing plan to ensure your messaging is created and delivered in appropriate ways.***

**KEY MESSAGES/UNIQUE PROPOSITION/THEME**

***Your unique proposition is what will distinguish your event apart from others. Time spent now developing your key messages or event themes will be important because it will inform your whole marketing message. Also think about how your key messages will translate into graphics and advertisements. A long key message will lose its effect, so think about how to tell your story as succinctly as possible.***

**REACH**

***How far wide spread your marketing campaign will go will have an impact on your budget, so ensure you are clear about how you plan to promote your event and your target audience is most likely to travel from. Local advertising is likely to be more cost effective than state wide or national advertising.***

***If one of your event objectives is to attract event attendees from across the state or nation, consider looking for event partners/sponsors that have an existing customer base in your target markets so you can dovetail marketing messages together and increase awareness of your event***

**BRANDING / STYLING and your campaign**

***You will need to consider your event branding as well the overall look and feel of your marketing and promotional campaign.***

***It is wise to spend time in the early stages of your event identifying these components, so that once you have developed your actual marketing action plan, you can roll it out immediately , and maximise any opportunities.***

***Your event branding will influence the way people see your event, which can ultimately be a factor in whether they choose to support it or not.***

***In developing your brand consider whether you need to create a logo for your event. This is the first step in creating your events identity, and the logo you create is likely to be carried through on all your communication material.***

***Consider whether you want to include a tag line in your logo. This is not essential, however can be an effective way to share your key event message(s).It is a good idea to get a few different versions of***

**BRANDING / STYLING and your campaign *continued***

***the logo: one with the  ‘tag line’ and one without, colour and black white versions, as well as different file formats for use in different applications (signage/web print etc).***

***When it comes to designing an ad for your event, consider creating an A4 poster for your event as a starting point. Think about what you want it to look like; do you see lots of colour pictures and minimal text or do you see lots of information and just a few key images? Once you are happy with the general look and feel, you can then create variations of the ad to work in social media, websites, or in flyers etc.***

***Consider engaging a graphic designer to work with you to create the look and feel of your event communications.  Ideally, all documentation relating to your event should look the same, right down to the detail of headers and footers in documents, always using a certain font etc.***

**STRATEGIES AND ACTIONS**

***Setting strategies for your event marketing is one of the key steps to ensuring a successful campaign, and essentially will explain how you will reach your target audience.***

***Reflect on the goals you set in both your event plan, and the objectives of this marketing plan. Different events require different strategies, for example a trade show will be looking for a targeted and qualified trade specific customer, and how you reach this type of attendee is very different from a community festival that is seeking to attract the largest audience possible.***

***When forming your marketing and promotional action plan there are many mediums available for promotion (television, radio, newspaper, magazines, social media etc.). Consider which of these mediums will be most effective to reach your target audience, and use this to inform your action plan.***

**MARKETING ACTION PLAN**

***Update the Marketing Action Plan below to be specific to your event, and once complete ensure all key activities are transferred onto a timeline to ensure all items are followed through, and your event budget is updated accordingly.***

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| --- | --- | --- | --- | --- |
| **EVENT MARKETING ACTION PLAN** | | | | |
| **MEDIUM** | **COMMENTARY** | **RESOURCES REQUIRED** | **RESPONSIBLE** | **BUDGET ALLOCATION** |
| Television | * Identify TV stations (local market only) * Write TVC brief * Create 30 second TVC (to run for 2 weeks leading into event) | External agency to produce ad | Event Marketing Team | $25,000 |
| Radio | * Identify radio stations (local market only ) * Write radio script * Create a 15 second and 30 second ad (to run for 2 weeks leading into event) | External agency to produce ad | Event Marketing Team | $15,000 |
| Magazine | N/A |  |  | $0 |
| Newspaper | * Identify local newspaper * Identify metro newspaper * Identify size and style of ad (colour / black and white) * Create a brief to produce ad * Campaign to run for a week immediately before and during event | External agency to produce ad | Event Marketing Team | $5,000 |
| Website | * Register event domain name * Create event website * Ensure regularly updated | Event Marketing Team to register domain  External agency to produce website | Event Marketing Team | $10,000 |
| Social media | * Identify appropriate social media platforms * Create social media pages * Create a content plan for regular updates * Ensure regularly updated | Event Marketing Team | Event Marketing Team | $3,000 |
| Print collateral | * Identify appropriate print collateral (Posters, flyers etc) * create a distribution plan | Event Marketing Team | Event Marketing Team | $5,000 |
| Publicity | * Identify press release topics and distribution dates | Event Marketing Team | Event Marketing Team | $0 |
| Other |  |  |  |  |
| Other |  |  |  |  |

**RESOURCES**

***While many of the resources to deliver your marketing and promotional plan will have been identified in the Marketing Action Plan, use this section to identify and further resources that may be required.***

**MEASURE**

***It is important to measure how effective your marketing and promotional activities were. Information regarding the effectiveness will help inform decisions around future events. Consider measuring ads with special offer redemptions, for example: present this ad at the event and receive a free party hat. Or make sure your event surveys ask attendees how they heard about the event***.