The following marketing template is a guide for event organisers. You can edit it to suit your needs and incorporate your own information.

**Event Name:** <insert event title>

**Event Date/s:** <insert date/s>

**Event Venue/s:** <insert venue>

**1. MARKETING OBJECTIVES**

**1.1 Overview**

Here you should concisely state where the event is, where it would like to go and how it intends to get there.

**1.2 Objectives**

This is the part where you discuss what you hope to achieve by staging the event (your objectives) and how you will achieve these objectives. Remember that your objectives must be SMART—that is, specific, measurable, achievable, realistic, and time-bound. You will refer back to these objectives at the end of your event to figure out if the event was successful or not.

**1.3 Target Market**

Who do you want to attract to your event? Describe your target audiences using as much detail as you can, such as age, gender, employment status, marital status, location, occupation, areas of interests (e.g. sports, politics, business, literature), what they read/listen to/watch/engage with etc.

**1.4 The Event**

Having defined the people you expect at the upcoming event, you will also need to define what these people expect from such an event and what your event promises to offer them. You must give a detailed description of your event and the activities, services, value, pricing, and promotion that would be involved. Whether you are staging a seminar, a show, a dinner, an anniversary, or a fundraiser, you need to identify what will most likely attract people to the event. In addition, you must explain what those present at the event will gain from it, as well as what makes the event unique; be it the venue, activities involved, size, entertainment, food, or whatever. That is, list the unique selling points of the event. This will help inform your ‘positioning’.

**1.5 Positioning**

This is a marketing term used to describe the way in which you present what you are offering to the public. It involves communicating the ‘feel’ and main benefits of the event experience through ‘key messages’. Messages include both motivational (why people should attend) and informational (e.g. a change in parking arrangements, how to book accommodation etc.) such as:

* The key elements of the program
* The kind of experience the event offers (outdoors/indoors/all day, etc)
* If there is a unique element – for example something that is specific to the own/event/ venue
* If it offers something that is different/better than other events/experiences

Examples of specific messages:

* “Your only chance to be a part of the Guinness World Record breaking attempt to….”
* Event will be a fun packed day for kids of all ages.
* This year’s program features….
* Book early as tickets are limited

**2 COMMUNICATION PLAN**

It is important that you identify all your key stakeholders (those impacted or likely to impact your event) early on. Then identify how, what, when and who will you communicate with them. They are likely to include Council, emergency services, affected businesses and residents, your event partners, tourism industry etc. An example Communication Plan is as below (add stakeholders relevant to your event and change to suit your needs):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder** | **What/Message** | **How** | **When** | **Who** |
| *Council* | *Obtain permits.*  *Invite Mayor to….* | *Monthly meetings* | *By 1 July 2019* | *Event Coordinator* |
| *Sponsors* | *Approval for logo use etc.*  *Keep up to date with event progress.*  *Send invites to….* | *Draft marketing material sent for approval.*  *Set meetings* | *11 Nov 2019*  *3 Dec 2019* | *Sponsor*  *Coordinator* |
| *Affected residents and businesses* | *Notify of road closures and traffic impacts.* | *Letter box drops* | *3 Dec 2019* | *Operations Manager* |
| *Regional Tourism Office* | *Event dates – asap.*  *Booking system and special offers on websites and promotional material.* | *Event info in Tourism Association newsletter.* | *By 1 Sept 2019* | *Event Coordinator* |

**3. MARKETING TOOLS**

Here you should detail which kinds of tools you intend to use to reach your target audience.

Some of the most commonly used event marketing tools include:

* Social Media (e.g. Facebook & Twitter)
* Website (optimise for mobile)
* Print: posters, leaflets, postcards, programmes, etc.
* EDMs, Direct mail and print distribution
* Media advertising: print, radio and TV
* Internet/e-bulletins/website calendar listings
* Outdoor advertising: billboards, bus sides, poster sites, street dressing, etc.
* Friends/ambassadors’ programs/clubs
* Media releases, promotions and activity
* Media sponsorship

**4. KEY STRATEGIES**

This is an opportunity to outline the key strategic aims and the initiatives/tools employed to achieve those aims. Example as below (change to suit your needs)

|  |  |
| --- | --- |
| **Strategic Goal** | **How it will be achieved** |
| *1. Effectively promote the event through increased marketing activity in local and national press and online.* | * *Enhance existing website* * *Establish specific promotional plan detailing target markets, times, methods etc.* * *Establish media partnerships* |
| *2.* |  |
| *3.* |  |
| *4.* |  |
| *5.* |  |

**5. MARKETING AND PROMOTIONS ACTIVITIES TEMPLATE**

Add marketing activities and details relevant to your event in the template below.

|  |  |  |  |
| --- | --- | --- | --- |
| Status Key | **Not Started** | **In progress** | **Completed** |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **Who** | **Status** | **Jan** | **Feb** | **March** | **April** | **May** | **June** |
| **Advertising** | | | | | | | | |
| 1. |  |  |  |  |  |  |  |  |
| 2. |  |  |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |  |  |
| **Public Relations** | | | | | | | | |
| 1. |  |  |  |  |  |  |  |  |
| 2. |  |  |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |  |  |
| **Social Media** | | | | | | | | |
| 1. |  |  |  |  |  |  |  |  |
| 2. |  |  |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |  |  |
| **Direct Marketing** | | | | | | | | |
| 1. |  |  |  |  |  |  |  |  |
| 2. |  |  |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |  |  |
| **Website** | | | | | | | | |
| 1. |  |  |  |  |  |  |  |  |
| 2. |  |  |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |  |  |
| **Print (flyers, posters, programs etc.)** | | | | | | | | |
| 1. |  |  |  |  |  |  |  |  |
| 2. |  |  |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |  |  |
| **Signage** | | | | | | | | |
| 1. |  |  |  |  |  |  |  |  |
| 2. |  |  |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |  |  |