

Event Marketing Plan

This plan has been designed as a guide to assist in the preparation of a Marketing Plan.

Event Name													
Event Date Check for competing events, visit #greaterhumecouncil													
Time(s)													
Location													
Background How did the event start? Is it a one-off or regular event? Is there a community, charity or commercial focus?													
Event Description Briefly describe what will be happening at the event.													
Objectives Identify your primary objectives of your event. What is the outcome you are trying to achieve?	Objectives should be measurable. Examples might be to raise a specific sum, opportunities for youth, entertainment, historical or cultural benefit etc. 1 2 3												
Target Audience Describe the people you will be targeting. Consider their general interests (consider what will appeal to them and activities available).	People:												
	<table border="1"> <thead> <tr> <th></th> <th>Males</th> <th>Females</th> <th>Singles</th> <th>Families</th> <th>Couples</th> </tr> </thead> <tbody> <tr> <td>N/A</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Males	Females	Singles	Families	Couples	N/A					
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Age Group:													
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	Other audience information:												
Branding Identify the features that make your event unique or special.	Event name: Does it clearly describe your event, what the event is about? Consider a slogan. Details:												
	Logo: Does the event have a strong logo design or a specific brand? Do you have a theme? Details:												
Strategies Identify 3-5 strategies that will be used to achieve the event objectives.	1 2 3 4 5												

<p>Event Promotion Provide an overview of the measures you will use to implement your marketing strategies.</p>	<p>List methods of promotion eg. advertising, media release, invitations, letter drop, social media campaign etc</p>
<p>Budget Develop a marketing and promotion budget for your event. What percentage of your overall event budget is appropriate to allocate to this? Refer to Budget example.</p>	<p>Estimated Budget: Consider the dollar value required to implement your event (calculate estimate from budget template). Do you already have sufficient funds, are profits sufficient or do you need to seek grants or sponsorship?</p> <p>Estimated Expenditure: Consider requirements such as printing, signage, paid advertising, photography and other promotional material, etc.</p> <p>Estimated Income: Consider income from all likely sources – eg: grants, sponsorship, ticket sales, donations, sales of food and beverages.</p>
<p>Research This will help determine the likely success of the event. Research is an important part of your event planning. For regular events refer to the previous event evaluation.</p>	<p>Economic Impact: What is the volume of patronage expected to attend your event? Who are they, are you attracting local people or patrons from afar? What is the value the event will contribute to the local economy? Will participants and spectators stay locally in paid accommodation?</p> <p>Social Impact: How will the event be perceived by participants and the general community? Are there social benefits, eg improved community relationships, community pride, healthy living or cultural values?</p> <p>Is this event inclusive for all (including those with a disability)?</p> <p>Environmental Data: Is there environmental impacts? Consider energy use, sustainable (waste) practices etc.</p>
<p>Risk Management While the overall event plan will include a risk assessment, you should evaluate risks associated with your marketing and promotion.</p>	<p>Accuracy of Information: Consider the erection and dismantling of signage in accordance with safe work practises.</p> <p>Ability to Provide Services:</p> <p>Contingency Information: eg weather risks, signage implementation and management on days of extreme windy conditions.</p>
<p>Monitoring Identify steps to evaluate the success of your event. Consider items such as meeting your objectives, promotion, publicity and media attracted by your event. Other achievements and how well you managed any problems. Refer to Event Evaluation Form.</p>	