EVENT MARKETING PLAN TEMPLATE

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

Event organisers are welcome to submit their own Plan as part of their North of the Murray Event Series, or they can adapt and modify this template to suit.

**Event Name:**

**Event Date/s:**

**Event Times:**

**Event Venue/s:**

**Event Details:**

Provide a brief description of the event including the purpose of the event and what it involves.

# Key Event Marketing Goals

Outline the key goals of the event marketing plan. Include specific goals and be as specific as possible with actual targets.

# Key Target Audiences

Describe the people you want to attract to your event. Identify your primary target audiences (i.e. the main group of people you want to attract) and your secondary target audience (the second most important group of people you want to attract). Describe your audiences in as much detail as you can – e.g., age, gender, where they are from, what they like, type of jobs, income brackets, what they read/listen to/watch/engage with etc.

# Key Messages and Brand

Identify your event branding and the key messages you will use consistently across your marketing campaign. The brand is the visual image or identity you project to your key target markets. Messages include both motivational (why people should attend) and informational (e.g. a change in parking arrangements, how to book accommodation etc).

# Marketing Support and Partnerships

Outline your marketing support (e.g. organisations you have contracted) and any marketing or media partners. Examples may include website designers, social media experts, media sponsors, printing suppliers etc.

# Key Stakeholder - Communication Plan

Identify all your key stakeholders (those impacted or likely to impact your event). Identify how, what, when and who will you communicate with them before, during and after the event. They are likely to include Council, emergency services, affected businesses and residents, sponsors, your event partners, tourism industry etc.

# Ticketing

Selling methods, online, at events, sign up days etc

# Marketing Activities

Decide which marketing tools you will use to promote your event. Below are examples of tools (there are likely to be other tools available to your event not listed). Select only the tools that will most effectively reach your target audiences, taking into consideration your expertise, resources and budget. Identify the timeframes, budget and expertise needed to implement each activity.

Below are examples of information to include in your plan. Delete if not applicable, and add others applicable to your event.

## Event Apps and QR Codes

## Launches, announcements, public relations

## Website and Digital Media

## Social Media Plan

## Database, Email Marketing and Mail Outs

## Printed Collateral (posters, fliers, distribution plan)

## Advertising Plan (paid)

## Media Plan (non-paid/editorial)

# Key Media Contacts

*Outline your key media contacts*

# Marketing Partners Plan

Outline who else will promote your event and how this will happen*.*

# Signage Plan

Outline your signage plan, distribution plan. Please note

# Tourism Marketing Plan

Outline what you will do to market North of the Murray and the region as part of your marketing campaign.

# Outline other Marketing Tactics, Plans and Activities

Calendar Listings and What’s on Listings

Word of Mouth

Joint partner / sponsor promotion /adverts

Prize giveaways

# Media Releases

Determine topics, dates, distribution strategy

Draft media releases

# Marketing Evaluation Plan

Outline how you will evaluate whether your plan has been successful. Identify any tools you will need to measure what worked and what didn’t work. These may include social media analytics, surveys (at event or on-line), feedback forms, ticket sales, phone calls/email enquiries/website traffic (following media/marketing activity), actual responses to special promotions, amount and type of media received, de-briefs etc.

# Summary of Marketing Plan

You may wish to provide a summary of your marketing activities to ensure it aligns with key dates. Consider using an excel or other spreadsheet for the summary.

# Marketing Budget

*Identify all income and expenses associated with your Marketing Plan (add relevant line items to the sample template below). Create an excel spreadsheet and transfer to the Marketing Plan. Include your cash and in-kind income and expenditure (as below).*

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| **Item** | **Supplier** | **Cash Budget** | **In-kind**  **Budget** | **Actual (YTD)** |
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