SAMPLE 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 Events Support & Funding Application, or they can adapt and modify this template to suit.

Delete the sample answers (in italics) and any sections or areas not applicable to your event.

**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.* ***Examples below:***

* *Attract at least 3,000 people to the event from within Mildura municipality and southern NSW and northern Victoria.*
  + *Achieve at least 50% return visitation (i.e. visitors from previous 3 events).*
  + *Encourage people to stay an average of 2 nights in the Mildura region.*
* *Increase attendance at our event by 20% on previous year (from 1,000 to 1,200).*
  + *Increase participation in our sport/art/cause/charity throughout the year by at least 20%.*
  + *Generate greater community and business awareness leading to at least 2 new sponsors.*
* *Increase ticket sales by 500 (from previous year) by increasing the number of new people attending our event.*
  + *Generate greater awareness of our sport/art/venue*
  + *Broaden the type of people attending our event, with a particular focus on people who are not currently engaged with our activity/specific age groups etc.*
  + *Promote the assets of Mildura to people outside the municipality.*

# 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.****Examples:***

***Primary target audience****:*

* *People who currently compete in our sport/activity/special interest area. The majority are aged from 18 – 55 years, 60% men, 40% women, from Mildura, southern NSW and northern Victoria (within a 3 hour radius of Mildura), most have a passion for water sport, many are in trades with their own business.*

***Secondary target audience:***

* *People who have not previously completed in our event (or possibly other events) but are currently active water sport enthusiasts. They include people from Melbourne and regional locations across Victoria and NSW, own a boat and currently water ski recreationally.*

# 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).*

***Brand Examples:***

* *The following name and logo will be used in our promotional campaign:*
* *Our “by-line” will be “Great fun in the Sun!”.*
* *The following images will be used to promote our event: (e.g. event image, Mildura image)*

***Key Message Examples:***

* *Date and venue*
* *Specific messages - e.g. “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 brand new feature will be….*
* *Book early as tickets are limited*
* *Book your accommodation packages through our 1800 number…*

# 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. They are likely to include Council, emergency services, affected businesses and residents, your event partners, tourism industry etc.* ***Example below*** *– delete and add your own.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder** | **What/Message** | **How** | **When** | **Who** |
| *Council* | *Obtain permits.*  *Invite Mayor to….* | *Monthly meetings* | *By July 1, 2017* | *Sponsor coordin* |
| *Sponsors* | *Approval for logo use etc.*  *Keep up to date with event progress.*  *Send invites to….* | *Draft marketing material sent for approval.*  *Set meetings* | *Nov 11, 2017*  *Dec 3, 2017* | *Sponsor*  *Coordin* |
| *Affected residents and businesses* | *Notify of road closures and traffic impacts.* | *Letter box drops* | *Dec 3, 2017* | *Ops Manager* |
| *Tourism industry* | *Event dates – asap.*  *Booking system and special offers on websites and promotional material.* | *Event info in Tourism Association newsletter.* | *By Sept 1, 2017* | *Sponsor Coordin* |
| *Add stakeholders relevant to your event* | | | | |

# 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. Delete the table below when you have selected your tools.*

| **MARKETING TOOLS** | ***DIGITAL, ONLINE*** |
| --- | --- |
| **Word of Mouth** | **Website** |
| *Identify ways spread event via word of mouth* | *Update website* |
| **Databases/Direct mail** | **Social Media, Blogs, Forums** |
| *Mail and email addresses* | *Facebook, Twitter, YouTube, Instagram, LinkedIn etc* |
| **Loyalty/Return visitation program** | **Event Apps** |
| *E.g. discounts, special offers, thank you cards* | *App or QR code for posters, adverts, fliers etc* |
| **Ticketing** | **On-line advertising** |
| *Selling methods, online, at events, sign up days etc* | *Google ads, Facebook etc* |
| **Signature** | **SMS** |
| *Include event details in email signatures.* | *SMS updates, details etc* |
| ***PUBLICITY /PUBLIC RELATIONS*** | **On-line Calendar listings** |
| **Free Editorial** | *Event website calendars, Council, tourism operators etc* |
| *Editorial stories, pictures, listings etc* | ***MARKETING MATERIALS*** |
| **Launch** | **Marketing Material** |
| *Launch for media, sponsors, stakeholders etc* | *Fliers, posters, programs etc and distribution plan* |
| **Functions** | **Signage; banners** |
| *Thank you functions, awards, welcome events etc* | *Signs on town entrances, other locations, venues* |
| **Guest speaking opportunities** | **Notice Boards/Letter box drops** |
| *Promote event at speaking engagements* | *Notices on notice boards; shops, letter box drops* |
| **Other Events / Promotions** | **Outdoor advertising** |
| *Attend other events, shopping centres etc* | *Buses, billboards, signage, banners* |
| ***MEDIA – Editorial, Advertising*** |  |
| **Media Releases** |  |
| *Determine topics, dates, distribution strategy* | ***COMMUNICATIONS*** |
| **Television** | **Local Politicians** |
| *Sponsorship, community service announcements, paid ads, news stories* | *Request inclusion in newsletters, at office etc* |
| **Radio** | **Council, Tourism, Businesses** |
| *Sponsorship, community service announcements, paid ads, prize giveaways, news stories, interviews* | *Identify opportunities for advertising, promotions, special offers, cooperative marketing etc* |
| **Newspapers** | **Co-promoters** |
| *Sponsorship, advertising, media releases, prize giveaways, joint sponsor promotions/adverts* | *Identify potential partners to promote event – e.g. sponsors, local businesses, tourism, retailers* |
| **Magazines, Trade publications etc** | ***EVALUATION*** |
| *Media releases, stories, pictures, advertising* | **Media Clippings** |
| **What’s On Event listings** | *Collate use the following year and to evaluate marketing* |
| *Local, regional, state newspapers, magazines, etc* |  |

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

## Launches, announcements, public relations

*Outline when and how you will do any launches, announcements, media or sponsor events or other public relations activities.*

## Website and Digital Media

*Outline your existing website traffic and your targets. Identify the key additions and changes to your website as you get closer to the event. Include how you will promote your event and the Mildura region if applicable. Examples below – delete and add your own.*

***Web Analytics - Examples***

|  |  |  |
| --- | --- | --- |
| ***Analytic*** | ***Current situation*** | ***Goal (by event date)*** |
| *Sessions* | *4,000* | *8,000* |
| *Users* | *1,500* | *2,500* |
| *Page views* | *5,000* | *7,000* |
|  |  |  |

***Website Plan - Examples***

|  |  |  |
| --- | --- | --- |
| ***Activity*** | ***Date*** | ***Who*** |
| *2017 event details added (2016 removed)* | *By June 30, 2016* |  |
| *Mobile friendly site activated* |  |  |
| *Sponsor links and special offers added* |  |  |
| *Tourism information included – links to VIC, MRT* |  |  |
| *Search Engine Optimisation (SEO)* |  |  |
| *New content added (insert dates)* |  |  |
| *Set up analytics tool to measure* |  |  |
| *Special tourism and retail packages and offers* |  |  |

## Social Media Plan

*Outline your existing social media reach, how to build it and how to promote your event, the Mildura region, work with your event partners etc. Examples below- add your own.*

***Targets:***

|  |  |  |
| --- | --- | --- |
| ***Analytic*** | ***Current situation*** | ***Goal (by event date)*** |
| *Current likes on Facebook* | *20,000* | *27,000* |
| *Current Twitter followers* | *4,000* | *6,000* |
|  |  |  |

***Social Media Plan:***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Channel** | **Title** | **Content** | **Who** |
| *1/12/2016* | *Facebook* | *Add BOOK NOW to Facebook – link bookings system* | |  |
| *1/1/2017* | *Facebook* | *Happy New year from our event* |  |  |
| *10/1/2017* | *Facebook* | *Feeling lucky?* | *Sponsor X is pleased to giveaway a $200 voucher to one lucky fan of our event. Share to win…. (pic – sponsor)* | *TH* |
|  | *Facebook*  *Twitter* | *Share Mildura’s secrets* | *Did you know Mildura has (interesting fact). Come along on (date) to the (event) and* |  |
|  |  |  |  |  |

## 5.4 Email Marketing

*Outline the size and source of your email database, how you will grow it, and communicate with your database.* ***Examples below*** *– change to suit your event.*

|  |  |  |
| --- | --- | --- |
| ***Database*** | ***Current situation*** | ***Goal (by event date)*** |
| *Past attendees* | *2,000* | *4,000* |
| *Sponsors, partners, supporters, donors* | *50* | *70* |
| *Other stakeholders* | *600* | *2,000* |

*Email database will be expanded by:*

* *“Register to receive updates” to be added to website*
* *Competition to be run via social media with prize from key sponsor 16 – 12 weeks prior to event (emails required to enter).*
* *Competition at event with prize from sponsors*

***Email Marketing Campaign***

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Campaign** | **Database** | **Who** |
| *1/1/2017* | *Launch for 2017* | *All 300* | TH |
| *1/2/2017* | *Competition* | *All 300, plus via sponsor and event partner emails* |  |
| *1/3/2017* | *Special offer* | *All 300, plus sponsor and event partners* |  |

## Printed Collateral

*Include details of printed collateral such as posters, fliers, newsletters etc.* ***Examples below.***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Collateral** | **By When** | **Distribution channels** | **Who** | **Cost** |
| 1000 x DL fliers (double sided) | Designed and printed by Jan 21, 2017 | Local retailers x 400  Mail database x 100  Visitor Centres x 500 (Mildura and Murray region) | Marketing Co-ord |  |
| 70 x A2 Posters | As above | Local retailers x 40  Notice boards x 20  Visitor Centre x 5 | Marketing Co-ord |  |
| 2,000 x Programs | By March 30, 2017 | Distributed at event | Marketing Co-ord |  |

## Advertising Plan

*Outline your advertising plan. Adjust the table to suit your plan.* ***Examples******below.***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Advertising** | **Media** | **Location** | **When** | **Cost** |
| *Television adverts - 15 sec x 50 placements* | *WIN TV* | *Mildura, Shepparton, Western Victoria windows* | *1/1/2017 – 15/1/2017* |  |
| *2 adverts for ticket sales - 3col x 129* | *X Newspaper* | *Mildura* | *15/1/2017*  *22/1/2017* |  |
|  |  |  |  |  |
| **Media Sponsorship Plan** | **Media** | **Location** | **When** |  |
| *Radio sponsorship – 100 x 30 sec adverts* | *Radio station AB* | *Murray region* | *1/1/2017 – 21/1/20170* |  |
|  |  |  |  |  |

## Media Plan (non-paid/editorial)

*Outline your media plan including long term media (i.e magazines etc that can require up to 4 months lead time) and short term media. Consider interesting angles, new stories, photo opportunities, special announcements etc.* ***Examples below –*** *delete and add your own.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Media Opportunity** | **Media** | **Location** | **When** | **Who** |
| *Announcement of new dates and changes* | *Local radio, newspaper, TV* | *Mildura and region* | *15/1/2017* |  |
| *Feature story about event and Mildura* | *Our national magazine, 10,000 readers* | *Australia, New Zealand* | *Copy and pics by 20/1/2017. Story to run from 20/2/2017.* |  |
| *Ticket sales and key attraction* | *Local radio, newspaper etc* |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Key Media Contacts**

*Identify key media contacts, who will make contact and how you will build relationships. Consider local, regional, state, national contacts.*

**Key media contacts:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Media** | **Story/Angle** | **Phone** | **Email** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Marketing Partners Plan

*Outline who else will promote your event and how this will happen.* ***Examples*** *only included below. Delete and add your own if applicable.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Marketing** | **Who** | **Information to be included** |
|  | *Motel A, B and C – to send out event details to their email database* |  |  |
|  | *Stallholders A, B, C, D to promote event on their social networks.* |  |  |
|  | *Sponsors A, B, C to promote event on social networks and via email to their clients.* |  |  |
|  | *Venue X to include posters at venue. 3 x social media posts in 5 weeks leading up to event.* |  |  |
|  |  |  |  |

# Calendar Listings and What’s On Listings

*Outline the websites and what’s on listings (e.g. in magazines etc) you will add your event details to.* ***Examples*** *below. Tailor the list to suit your event*

|  |  |  |
| --- | --- | --- |
| **Website** | **When** | **Who** |
| *www.mildura.vic.gov.au* |  |  |
| [*http://www.visitthemurray.com.au/*](http://www.visitthemurray.com.au/) |  |  |
| [*http://www.suncountryonthemurray.com.au/*](http://www.suncountryonthemurray.com.au/) |  |  |
| [*http://www.murrayriver.com.au/*](http://www.murrayriver.com.au/)  [*www.visitvictoria.com*](http://www.visitvictoria.com) |  |  |
| *https://www.atdw-online.com.au/#/login* |  |  |
| [*http://www.aroundyou.com.au/*](http://www.aroundyou.com.au/) |  |  |
|  |  |  |

# Signage Plan

*Outline the signage plan to promote the event.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Signage** | **Location** | **Installation Dates** | **Who** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# Tourism Marketing Plan

*Outline what you will do to market Mildura and the region as part of your marketing campaign.* ***Example below:***

*The event will highlight the key attributes of Mildura and reasons to visit including the following:*

* *Event website will include the Mildura Visitor Information and Booking Centre phone numbers, email address and website (or* [*www.visitmildura.com.au*](http://www.visitmildura.com.au)*) link on the front page and in our “How to book” page. Average website unique visitors is 2,000 per year.*
* *Social media posts (4 in lead up to the event) will include information on Mildura, how to book accommodation and why stay an extra day. Currently 15,000 likes on Facebook page.*
* *In partnership with 5 accommodation providers (list) the event will be marketed by emails to a database of 8,000 people who have previously visited Mildura or have expressed an interest in visiting. Event and tourism information will be included in the email.*
* *To attract new visitors to the event and Mildura, event will conduct an advertising program in Melbourne (via radio XX – 2 weeks x 100 15 sec adverts).*

# Outline other Marketing Tactics, Plans and Activities

# 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. Two sample templates below.****Example summary format 1:***

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| ***Week/***  ***Date*** | ***Message/Activity*** | ***Website*** | ***Email*** | ***Media*** | ***Adver-tising*** | ***Signage*** | ***Printed*** |
| *1* | *Fliers and posters printed* | *TH* | *TH* |  |  |  | *CD* |
| *2* | *Media release issued* |  |  | *AB* |  |  |  |
| *3* | *Program & early bird ticket announcement* | *TH* | *TH* | *AB* | *CD* |  |  |
| *4* | *Interview* | *TH* | *TH* | *AB* |  |  |  |
| *5* | *Signage installed* |  |  |  |  | *EF* |  |
| *6* | *Feature article; video* |  |  |  |  |  |  |
| *7* | *Special offer* |  |  |  |  |  |  |
| *8* | *Early bird closes*  *Competition details* |  |  |  |  |  |  |
| *9* | *Detailed program* |  |  |  |  |  |  |
| *10* | *Interview/feature video* |  |  |  |  |  |  |
| *11* | *Special offer from sponsor* |  |  |  |  |  |  |
| *12* | *2 weeks to go – FAQ – preparing for event*  *Why attend* |  |  |  |  |  |  |
| *13* | *Excitement building – media* |  |  |  |  |  |  |
| ***14*** | ***Event Date*** |  |  |  |  |  |  |
| *15* | *Post event thank you; survey, sponsor* |  |  |  |  |  |  |
| *16* | *Highlights and photos* |  |  |  |  |  |  |

***Example summary format 2:***

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **Who** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **June** | **Jul** | **Aug** |
| **Website** |  | Develop | Live | Update | Update | Update | Update | Update | Update |
| **Blog** |  |  |  | Date | Attraction | Cost | Book | Why | Details |
| **Email** |  |  |  |  |  |  |  |  |  |
| **Facebook** |  |  |  |  |  |  |  |  |  |
| **Twitter** |  |  |  |  |  |  |  |  |  |
| **YouTube** |  |  |  |  |  |  |  |  |  |
| **Media sponsors** |  | Approach | Approach | Negotiate | Agreement | Plan | Implement | Implement | Implement |
| **Media release** |  |  |  | Entertainment |  | Announce-ment | Attraction | x 3 | X 2 |
|  |  |  |  |  |  |  |  |  |  |
| **Print** |  |  | Design | Design |  | Print | Distribution | Distribution | Distribution |
| **Advertising** |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **Signage** |  |  |  |  |  |  |  |  |  |

# 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).*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item** | **Supplier** | **Cash Budget** | **In-kind**  **Budget** | **Actual (YTD)** |
| **Income** |  |  |  |  |
| *Marketing budget* | *Festival* | *$5,000* |  | *$5,000* |
| *In-kind sponsorship (actual documented value)* | *Radio Co*  *Printing Co*  *Design Co*  *Social Media Co* | *$0* | *$3,000*  *$1,000*  *$500*  *$500* | *$* |
| *Cooperative advertising revenue* | *Tourism business* | *$500* | *$500* |  |
| *Sponsorship* | *Council* | *$2,000* |  |  |
| **TOTAL** |  | **$7,500** | **$5,000** |  |
| **Expenditure** |  |  |  |  |
| Design | Design Co |  | $500 | $500 |
| Printing | Printing Co | $1,000 | $1,000 |  |
| Website | Website Co | $500 |  |  |
| Social media | Social media Co | $500 | $500 |  |
| Signage |  | $1,000 |  |  |
| Advertising: | Radio Co  Newspaper Co  Magazine Co  Tourism Mag | $1,000  $1,000  $1,000  $500 | $3,000 |  |
| Market research |  | $500 |  |  |
| Photography |  | $500 |  |  |
| **TOTAL** |  | **$7,500** | **$5,000** |  |