



Event Marketing Plan Sample

BACKGROUND OF EVENT:

MARKETING GOALS:

Inform XXXXX of the event taking place on XXXXXX to have successful turnout, high revenue, significant media attention, etc.

TARGET AUDIENCE(S):

- 1.
- 2.
- 3.

IDENTIFY THE NEWS YOU HAVE TO SHARE:

WHAT IS YOUR MESSAGE?

DELIVERABLES

- Press releases
- Community calendar

WEBSITE/INTERNET:

- Update website with info about XXXXX
- Bulk emails to core constituents; include link to website so members can learn more
- Add info to online community calendars

DATES:

- As soon as possible: Add event info to website before announcing it
- Leading up to event: Announce event at all opportunities
- 4 weeks prior: Send out bulk email to clients
- 4 weeks prior: Add event to online community calendars
- 3 weeks prior: Send out press releases
- 3 weeks prior: Submit event info to community calendars for The Chronicle and Statesman
- 3 business days prior: Send reminder bulk email to core stakeholders and those registered for event
- Day of event: Press conference, press release, media interviews with board members/managers