



WRITING AN EVENT MARKETING PLAN

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INTRODUCTION

Marketing is crucial to the success of your event as not only will it help you to sell tickets, but it is the first impression that people will have of the event.

WHY SHOULD YOU CREATE AN EVENT MARKETING PLAN?

1. You may be starting to experience a decline in attendance levels.
2. You may need to reach a new target market, or re-invent your event.
3. Possibly you need to increase your income:
 - a. Your event attracts many spectators and there could be opportunities to extract income.
 - b. You have noticed an increase in attendees to one particular area or on one particular day and want to continue to grow in this space. Or there might be a decrease in attendance numbers in a particular event category and you wish to reach new markets to re-invigorate that area.
4. You wish to introduce a new category or activity into your event.
5. Your obligations to stakeholders, funders and sponsors require the delivery of key performance indicators (KPI's) E.g. attracting people from specific countries, or increasing national and international broadcast coverage.

Although the event marketing landscape has changed in recent years with the introduction of social media and online marketing, the foundations have remained the same. You need to set clear goals and objectives, know your audience, ensure you are targeted with your approach and then measure the effectiveness of your marketing. This includes tracking your return on investment (ROI).

WHAT ARE THE KEY DEVELOPMENTS IN EVENT MARKETING?

- In recent years social media has become a very strong channel for marketing events and it is fast becoming an integral part of any event marketing plan. Key social media channels for event marketing now include: Facebook, Twitter, Instagram, Snapchat, LinkedIn and You Tube. To find out how you can best integrate social media into your event marketing plan refer to the module 'An Introduction to Social Media Marketing'.
- In recent years New Zealand's major media companies have started restructuring their businesses to become multi-platform. This means that as an event manager you can now talk to media companies such as NZME or Mediaworks about integrated sponsorship opportunities. Media partnerships are highly sought after so it is recommended that you reach out to potential media partners well in advance.
- Neighbourly is a New Zealand based online platform that was launched in 2014. It is a community website that provides a simple way to connect with the customers who live near your event. You can use neighbourly to promote your event via their local news articles, public notice board or classifieds.
- Shutterlock is becoming a very popular online platform as it enables you to collect photos and videos from people at your event using an on-site system. For a flat fee you can set up a campaign to get access to your event goers' images for use in future marketing. You can also use it to run photo and video competitions, promotions and to aggregate content in to your website.

This module provides you with the basic foundations of event marketing and is intended as an introductory guide to help you put together an event marketing plan.

SITUATIONAL ANALYSIS

Before you start writing your event marketing plan you need to take a step back and have a good look at all the available information that relates to your event. This is called conducting a 'situational analysis'.

CONSIDERATIONS

- Think about what your vision and mission is.
- Conduct a 'strengths, weaknesses, opportunities, threats' (SWOT) analysis.

Strengths:

These are the attributes of your event that will really help you reach your objectives. For example, your event is the most established event of its kind, you have an experienced event team, your event always generates excellent PR, it has a good market share, and you have a strong social media following.

Weaknesses:

These are the attributes of your event that may prevent you from achieving your objectives. For example, your event is new, you have a very low budget, and you have no media contacts.

Opportunities:

These are external factors that could help you in achieving your event objectives. For example, you have no (or very little) competition, your event has favorable economic conditions, and there is good support from local businesses, authorities and media for your event,

Threats:

These are the external factors that may prevent you from achieving your event objectives. For example, your event has a lot of competition, there is little or no support from local authorities for your event, bad weather may affect the success of your event and you have poor infrastructure around your event.

It is very important that you conduct a SWOT analysis before developing your event marketing plan and that you develop a strategy that will maximise your strengths and opportunities and at the same time minimise the impact of weaknesses and threats.

Consider the environment your event operates in:

- What time of year is your event being run?
- Would your event be better run at a different time of the year?
- What positive and negative things are impacting on the location of your event?
- What other events are catering to the same market as yours?
- What do other events offer that your event doesn't?
- How much does it cost to compete, or enter your event?
- How does your ticket price compare to other events?
- Are costs increasing and does your ticket price need to increase?
- Will people pay the increased price?
- What marketing has worked in the past?
- Are there new ways to market your event that are worth considering?

COMPETITOR RESEARCH

While reviewing the market your event operates in, it is also important that you research and understand your competitors.

Below are some key things to think about:

- Who are your direct competitors?
- Who are your indirect competitors?
- What are they doing and when are they doing it?
- What price are their tickets?
- What do they do well?
- What do they not do well?
- If you have indirect competitors can you ask them about their key experiences?
- What are your international counterparts doing and can you learn anything from them?

IDENTIFYING YOUR TARGET AUDIENCE

Before you start developing your event marketing plan, it is important that you do your homework and know exactly who your target is. You need to understand their emotional drivers, what is important to them and how they consume media and marketing.

While thinking about your target audience, write down:

DEMOGRAPHICS

- What is their gender?
- How old are they?
- Where do they live?
- What are they interested in?

EMOTIONAL DRIVERS

- What is important to them?
- What are they influenced by?
- How can your event help make their life better?

MARKETING CONSUMPTION

- Where do they hang out?
- Where do they shop?
- What do they read and how do they read it?
- What do they watch and how do they watch it?
- What do they listen to and on what platform do they listen?
- How do they get to work (car, bus, train, walk, cycle)?

INFORMATION THEY SEEK

- What questions will they ask about your event?

This might seem like a long process, but it is important to do this in detail so you fully understand your target audience and what drives them. By doing this you will be able to create a targeted event marketing plan.

SETTING YOUR GOALS & OBJECTIVES

GOALS

Once you have done a situational analysis and identified your target audience you will be ready to set your event goals and objectives.

To set your goals you need to think about the primary outcome you want from your event. Goals are normally the whats, not the hows. For example, "We want to be the most innovative golf event in New Zealand". Normally there is no measurement in the definition of a goal, it is more to give you a general direction.

OBJECTIVES

Your objectives are different to your goals. These are measurable and will help you to reach your goals. We recommend that you use the SMART process to set your event objectives.

1. Specific
2. Measurable
3. Achievable
4. Realistic
5. Timely

It is good to try and be single-minded when setting your objectives –this will pave the way for creating a clear and direct message to your audience. This in turn should result in a greater and more positive response.

Without having a firm objective, you may end up investing a lot of time, but never be sure if your efforts paid off.

Here's an example of what your SMART objectives might look like if you're holding an event that aims to build on audience numbers or experience from last year:

- To increase early bird sales by 20%
- To attract 10,000 attendees over the 3 days that the event takes place.
- To increase 'family ticket' sales by 10% before pre-sales end.
- To achieve 95% audience satisfaction rating of 'excellent' or 'very good' within four weeks of the event taking place.

TICKET STRATEGY

It is a good idea to integrate your ticketing strategy in to your event marketing plan. When making decisions about the potential ticket sales for your event think about the following:

1. Consider all ticket sale mechanisms to decide what is best for you.
2. Talk to your venue for local expertise.
3. Keep the ticketing structure simple.
4. Review your ticket prices to ensure your tickets are priced right.
5. Write a ticket sales timeline.
6. Gauge initial interest before tickets go on sale.
7. Don't give away tickets too early.
8. Sell tickets opposite television cameras first.
9. Put some tickets aside for last-minute sales.
10. Put some tickets aside for media and 'ambassadors'.

MARKETING BUDGET

Before you start writing your event marketing plan you need to know what your budget for marketing is. You then need to allocate it against the different marketing channels that you want to include in your event marketing plan.

When you are doing this make sure you think about any associated costs that could arise from each channel. For example, agency fees, printing or postage.

BUDGET CONSIDERATIONS

- Advertising media (such as television, billboards, newspaper ads, digital, and social media).
- Agency fees.
- Design and production costs.
- Television commercial and video production.
- Content development.
- Printing.
- Signage.
- Merchandise.
- Influencer and ambassador fees.
- Public relation consultant or agency fees.
- Media monitoring.
- Complimentary tickets.
- Competition and giveaway costs.
- Partnership/sponsorship fees and associated costs.

WRITING YOUR EVENT MARKETING PLAN

The last step before writing your event marketing plan is to research and understand each of the available marketing channels.

1. What is the reach and demographic of each channel?
2. What are the associated costs?
3. How will it help you reach your event goals?

MARKETING CHANNEL CONSIDERATIONS

CHANNEL	SUMMARY
Online	<ul style="list-style-type: none"> • Do you have an existing event website? If not, is it relevant (and viable) to produce your own exclusive event website? • Think about how you would include statistics, profiles and online ticket and merchandise sales. • What is your URL? Is it simple and easy to remember? • How would you maintain an event website? • Who would manage regular updates to ensure it is always current? • What are the websites you should be advertising on?
Social Media	<ul style="list-style-type: none"> • Have you read the module 'An Introduction to Social Media Marketing'? (If not, make sure you do so before you add social media to your event marketing plan).
Radio	<ul style="list-style-type: none"> • What radio station has the same target demographic as your event? • Are there any media partnership or promotion opportunities? • Can you negotiate a discounted rate for an advertising schedule to support your media partnership? • If you don't have a media partnership consider if it is worth budgeting in your plan to do a radio promotion.
TV	<ul style="list-style-type: none"> • Are any of the television networks (such as Television New Zealand (TVNZ), Mediaworks or local TV channels) appropriate to approach for a media partnership? • If so, try negotiating the production of 15 second and/or 30 second television commercial (TVC) as part of your partnership. You can then use this for online marketing and in other channels also. • Consider if you need to book a supporting advertising schedule (budget permitting).
Print	<ul style="list-style-type: none"> • Are there any local newspapers, magazines or publications worth considering as a print partner for your event? • If your event is a major event, consider national partnerships too. • See if you can negotiate for your 'print media partner' to produce an official souvenir programme that is also used as an insert in the local paper, with extra copies printed for further circulation.
Event listings	<ul style="list-style-type: none"> • What event listing websites and notice boards are available for you to promote your event on? For example, Event Finder.

CHANNEL	SUMMARY
Experiential	<ul style="list-style-type: none"> • Consider any guerrilla marketing and experiential marketing you could include in your event marketing plan. Experiential is a great way to launch ticket sales and to create awareness. • You could look at implementing a range of unique community activations to reach your target audience. For example, <ul style="list-style-type: none"> • Special ticket packages to ethnic/community/support groups • Saturday morning activation campaigns at sports events • School initiatives • Complimentary ticketing campaign • Public events and activities, such as ‘have a go’ challenges, and ‘meet the stars’ • Tele-sales • Direct marketing • Launch event • Civic functions
Merchandise	<ul style="list-style-type: none"> • Decide if you are going to sell merchandise as part of your event. Just be wary that the production of merchandise items is always a risk, as payment must be guaranteed to the suppliers, but the number of potential sales is unknown. Overestimating initial merchandise orders can lead to significant financial losses.
Direct marketing	<ul style="list-style-type: none"> • Work closely with key stakeholders to implement a comprehensive direct marketing campaign. • Do you have any sports associations, clubs, city councils, ethnic groups or schools nearby who can help promote your event? • Make sure key messaging is relevant to the group you are targeting. • Include prizes and ticket incentive schemes within your direct marketing campaigns – you should seek legal advice if you are running competitions overseas or on mediums such as Facebook.
International Marketing	<ul style="list-style-type: none"> • Contact Tourism New Zealand to see how they may be able to help you identify and target relevant international markets for your event. • Work closely with your international ‘rights’ holder and the host broadcaster (if you have one) to ensure there are opportunities to provide destination promotional vignettes and broadcaster commentary within the packages. • Consider contracting an agency or freelancer in your target countries to translate and distribute your marketing (especially social media) to that market.
Live Event Marketing	<ul style="list-style-type: none"> • Consider if any of the below are appropriate live event marketing channels for your event: <ol style="list-style-type: none"> 1. Facebook Live 2. Snapchat 3. Periscope 4. Radio Frequency (RF) wrist bands and other RF technology 5. Event Apps 6. QR Codes

PARTNERSHIPS

Partnerships (also known as sponsorships) are a great way to promote your event without having to spend a fortune. The key to a successful partnership is ensuring that it is mutually beneficial for both parties.

Before you create a partnership proposal think about what you can include to offer value to the organisation you are approaching. For example, they could have their logo on all your marketing materials, and/or you could offer a spot at the event where they can run an activation or promote their brand. Maybe they could advertise in your programme, or you could put signage up onsite for them, offer complimentary tickets or develop a special experience for their customers.

Once you have made a list of what you can offer potential partners, think about how they can help advertise your event through their channels and how their organisation could help you.

- Do they have a newsletter?
- Can you promote your event through their social media channels?
- Do they have any “celebrities” or well-known personalities who could do interviews with media?
- Are they interested in a corporate volunteer programme to help staff part of your event?
- Can you include event flyers with their invoices when they are sent out?

MEDIA

In addition to your standard event partners it is always good to consider if a media partnership is right for your event. From a budgetary perspective, consider trying to secure an official radio, print or television partner for your event by approaching them with an ‘in kind’ sponsorship offer.

Where possible negotiate complimentary advertising schedules from your media partner to maximise your event exposure.

Consider asking if there any promotional opportunities that you could use to give away tickets or a prize in the lead up to your event. Promotions are great to create hype and awareness with potential event goers.

Think outside the square and if your event has a cultural aspect think about who could be a more niche media partner. A cultural media partner may be niche but often they have large reach within the specific community they are targeting. They also may offer translation services for your marketing collateral and operations information, like safety messaging.

Having a media partner is a great way to give you lots of extra publicity and to add value for your major event partners as you can often incorporate them into your advertising or promotions.

HOST CITY

If your event has a ‘host city’ make sure you investigate opportunities with the local council and local tourism offices. Find out what marketing platforms they have that you can use to market your event. Consider what resources they can apply to the event that will offset the cost of the event. Ensure you work all benefits in to an agreement, and invite them to have a seat on your marketing subcommittee (if you have one).

Potential opportunities:

- Billboard space
- Bus shelters
- Outdoor posters
- Street flags
- City dressing
- Ratepayer magazines
- What’s on sections of websites
- Hosting civic functions
- Meet and greet strategies
- VIP hosting
- Access to experienced event/business practice (financial, marketing) staff
- Funding support

CREATING A PUBLIC RELATIONS & COMMUNICATIONS PLAN

After you have developed your event marketing plan, you will need to create a public relations and communications plan that will complement it.

Below are the steps to creating your public relations and communications plan.

1. Define the goals and objectives of your public relations and communications plan. This should link back to helping you achieve your overall goals and objectives for your event marketing plan.
2. Refer to your target audience review and compile a list of media channels to target, based on what is relevant to your audience.
3. Draft your key messages for each channel. Remember it is important to tailor your content so it is relevant and in context for each platform.
4. Identify photo or video opportunities to support each piece of media communication wherever possible. You are more likely to get publicity if you have good visual content to support your key messages.
5. Consider if there are any appropriate 'influencers' or 'ambassadors' who you could approach to help you tell your event story.
6. Write a crisis management plan in case of an emergency.

DEVELOPING YOUR BRAND

There are a lot of things to think about when developing the look and feel (brand) of your event. Once you have written your event marketing plan go through each marketing channel and write down a list of each piece of artwork you will need to create to implement your plan. Think about everything from a logo, website graphics, t-shirt designs and tickets to event signage, posters and digital advertisements.

You need to create this list so that when your designer is developing your brand they can develop it with these assets in mind.

Next to each piece of artwork write the date the artwork is due, what the specifications are for the artwork and what format it is required to be saved in for delivery.

Once you have all this information you can plot it on to a 'dispatch sheet' so you have all the artwork requirements in one place, sorted by due date. This will become an easy reference guide to ensure you don't miss any of your artwork deadlines.

OTHER BRAND CONSIDERATIONS

- Think about whether by adding an accompanying image or strapline to your main logo would add impact.
- Once your brand has been established be sure to take the steps to protect your event brand – apply for trade mark registration: refer iponz.govt.nz.
- Be very clear about issues of copyright for logos or images and who owns this.
- Develop a brand guideline document to share with partners and anyone else that may promote your event.

IMPLEMENTATION

GUIDELINE

- Stick to your timelines.
- Ensure someone is always available for any media interviews.
- Monitor all marketing and media and adapt your event marketing plan as needed.

TRACKING, MONITORING & MEASURING

It is crucial that you track and monitor your event marketing plan as it is being implemented so you can identify early on if the plan is not working and you can make updates.

Gathering marketing performance data is essential for current and future events. Consider the cost as an investment as the cost and benefits will be realised over the lifecycle of the event.

The data will allow you to plan and attribute resources to optimise your return on investment. It gives assurances to stakeholders through valuable content in reports. The data supports decisions you need to make about the event, which if delivered in a timely manner, can save you a lot of money.

When planning your marketing think carefully about how you will track, monitor and measure each marketing and communications activity. The mechanism needs to place you in a position to move swiftly; and stop, respond or capitalise on activities that are;

- Booked with a channel, but either never happened, or are delayed in activation.
- Not generating or generating more than expected sales.
- Cost a lot of money, but not returning the sales to give a good return on investment.
- Are sending the wrong message about the event.
- Eliciting a poor or fantastic response from viewers/readers.

When applying for funding from New Zealand Major Events and other organisations it helps to have robust marketing and consumer data from past events. Many funding agencies will place greater emphasis on independent professional data collection and analysis. Consider contracting these tasks out to experts if you anticipate using data to support significant funding applications.

Consider your reporting requirements when putting your plans in place. Many funding agencies and sponsors will expect progress and post-event reports on marketing activity. The Local Organising Committee and Board will also require staged reporting.

Your Marketing Project Plan spreadsheet (see below) enables you to have a high-level overview of your marketing and communications activity. Combining this information with your measurement data enables you to attribute spikes in sales on or near a particular date to that/those activities.

- Stagger your marketing in a way that a spike in ticket sales can be largely contributed to a specific activity.
- Subscribe to Google Analytics to measure your social media reach and viewer behaviour. For example, conversion to sales, expressions of interest, click throughs.
- Ensure you budget for and conduct post-event research, ideally through a credible external supplier.
- At setup, consider how you will measure ticket sales, who is buying (international or national), what they are buying and when (so you can report on buyer behaviour).
- Ensure your EDM platform has a means of measuring recipient behaviour. For example, opening of email, click through to website or purchase site.
- Measure your merchandise sales so you can minimise waste in following years.
- Consider adding a question to your event ticketing and/or registration process to find out how customers heard about your event.
- Create a marketing and press folder/book to keep track of all your marketing.
- Ask outdoor channels to send you photos of your marketing when it is up. For example, on billboards or bus backs.
- Clip advertising examples from print media.
- Take photos of people in your merchandise.
- Screen shot online advertising and articles you see for your event, or contract a media monitoring agency to do this for you.

MARKETING PROJECT PLAN

It is useful to develop a marketing project plan so that you can track all milestones and key dates for your event marketing plan. You could also include other key event dates in this too if you wish.

Depending on the scale of your event, consider developing a Gant chart, using an Excel spread sheet or project management software to help you to capture key dates and milestones.

The project plan should identify:

- Key tasks.
- Key dates and deadlines.
- Timelines.
- Status of the activity.
- Who is responsible for the task?
- A comment section.

A budget column is often helpful to add to your project plan.

It is wise to cross-reference your project plan with your cash flow plan as suppliers often have different payment terms. Many will require deposits months in advance of your event and ticket sales going live. Some will require payment within 7 days of booking.

TIPS

Social Media

- Refer to the module 'An Introduction to Social Media Marketing' for tips on creating the social media component of your event marketing plan.
- Merchandise
- Consider subcontracting the production of your merchandise to an expert.
- Think about using suppliers that can produce overnight items, so that orders can be increased at the last minute rather than having either overproduction in advance or the risk of running out of some goods.
- Make sure you are careful with all contractual arrangement with venues and their appointed agents and that you fully understand what each contract means.
- Review if it is worthwhile setting up a mail order scheme for selling merchandise on your official website to people in advance.
- If you are going to have a merchandise store, consider selling a small range of goods, from top-quality to cheap items, but preferably not too many types.
- Aim for a break-even point in your budget where production costs are covered by sales of around half of the goods produced.

Community Activation Programmes

- Keep leverage and legacy in mind when developing community activation programmes – consider developing additional activities associated with the event that are self-financing and independent but add to its overall scale and image. Community engagement should form an important part of a leverage and legacy plan. See the "Leverage and Legacy" module for more info.

Direct Marketing

- Make sure you are aware of the Privacy Act 1993 when it comes to implementing your direct marketing campaign.
- Also it is very important you are aware of the Unsolicited Electronic Messages Act 2007 that is designed to curb the growth of spam in New Zealand. This act covers correspondence sent via email, fax, instant messaging, mobile/smart phone text (TXT) as well as image-based messages of a commercial nature, and it imposes various requirements on senders of such electronic messages.

Suppliers

- Always ensure that you have contracts or supplier agreements for any money you spend on marketing and partnerships.

MAXIMISING REACH CHECKLIST

TIP	DONE
1. Dedicate time to developing a comprehensive social media strategy. If used correctly, social media is the most powerful tool to help you maximise your market reach. Refer to 'An Introduction to Social Media' for help to develop this plan. Some funding agencies will require you to have a social media plan as part of your application.	
2. Consider how you will track, monitor and measure your marketing in your purchase decision.	
3. Cross-reference your Marketing Project Plan spread-sheet with the overall Project Plan and Cash Flow documents to identify any clashes and potential risks to the event.	
4. Start your 'below the line' activities, such as community activation programmes, ticketing initiatives, other media/PR events and direct marketing, at least six months prior to your event.	
5. These 'below the line' activities can be very cost-effective and significantly impact on your results if you've allowed sufficient lead-time.	
6. Volunteers, media partners and host cities can be used to assist in some of these programmes.	
7. The more proactively you work with the host council, the more benefits and support you are likely to receive.	
8. Condense your 'above the line' activities such as radio, print and television into a short period of time directly leading up to your event, to maximise awareness and your advertising spend.	
9. Be creative and attention grabbing with your headlines when sending out press releases. Get quotes from relevant well-known or newsworthy people to include in any press releases. Organise for them to be available for interviews if necessary. Individually target each key media publication you are approaching for PR support. You will have a much higher success rate than sending a bulk, generic message to all media.	

APPENDIX A: EVENT MARKETING PLAN TEMPLATE

To develop your event marketing plan fill in the templates on the following pages. Once these have each been completed you will have a great base event marketing plan.

By following this process your plan will include:

1. Situational analysis,
2. Competitor analysis,
3. Target audience review,
4. Goals and objectives,
5. Ticket strategy,
6. Budget,
7. Proposed marketing channels,
8. Partnership strategy,
9. Public relations and communications plan,
10. Brand development plan,
11. Implementation overview,
12. Monitoring and measurement considerations.

SITUATIONAL ANALYSIS (SWOT)

SWOT ANALYSIS	
STRENGTHS	<ol style="list-style-type: none"> 1. 2. 3. 4.
WEAKNESSES	<ol style="list-style-type: none"> 1. 2. 3. 4.
OPPORTUNITIES	<ol style="list-style-type: none"> 1. 2. 3. 4.
THREATS	<ol style="list-style-type: none"> 1. 2. 3. 4.

TARGET AUDIENCE

DEMOGRAPHICS	
How old are they?	
What gender are they?	
Where do they live?	
EMOTONAL DRIVERS	
What is important to them?	
What are they influenced by?	
How can your event help them or make their life better?	
Interests	
What questions will they ask about your event?	
MARKETING CONSUMPTION	
Where do they hang out/shop?	
What do they read? How do they read it?	
What do they watch? How do they watch it?	
What do they listen to?	
How do they get to work?	

GOALS & OBJECTIVES

EVENT GOAL

OBJECTIVES
S.M.A.R.T

TICKET STRATEGY CHECKLIST

TASK	DONE
1. Consider all ticket sale mechanisms E.g. Do yourself, run through a box office, set up on Internet, sell through social media. Be sure to think about balancing the commission you may pay an agent against the ease of administration and accessibility.	
2. Talk to your venue for local knowledge and expertise on what ticketing strategies have worked best in the past for the venue.	
3. Keep the ticket structure simple. Allow room for discounts such as season tickets, early bookings and group bookings, sponsors' special offers to customers.	
4. Review ticket prices for similar scale events. Think about setting your prices lower to ensure a full house at the event rather than gain a similar income from fewer purchasers of higher-priced tickets, which means the event will have less atmosphere and impact.	
5. Write a ticket sales timeline and set up a ticket review process.	
6. Gauge initial interest before tickets go on sale and offer 'early bird' options to existing event-goer and member databases.	
7. Sell tickets opposite television cameras first, to give the impression of a full house (the first purchasers are likely to be the most enthusiastic audience anyway!)	
8. Don't give away tickets too early.	
9. Put some tickets aside for last-minute sales.	
10. Put some tickets aside for media and "ambassadors"	

BUDGET*

* You can find a budget spread-sheet template [HERE](#) Should you wish to plot an annual marketing budget you can find an annual template [HERE](#). Drop your chosen budget in to your event marketing plan, or attach separately.

MARKETING CHANNELS

MARKETING CHANNEL Update to be relevant channels	LOCATION	TARGET DEMOGRAPHIC	REACH	DATES	MESSAGE	BUDGET
Radio						
Television						
Billboards						
Buses						
Outdoor Posters						
Newspaper						
Social Media (what channels?)						
Experimental						
Bus Shelters						
Newsletters						
Event Listing Website						
Other						

PUBLIC RELATIONS & COMMUNICATIONS PLAN

GOALS & OBJECTIVES

GOALS

OBJECTIVES
S.M.A.R.T

PUBLIC RELATIONS & COMMUNICATIONS PLAN
SOCIAL MEDIA

SOCIAL CHANNEL	KEY MESSAGE	IMAGE / VIDEO LINK	DATES	BUDGET

PUBLICITY CHANNELS

MEDIA CHANNEL	KEY MESSAGE	IMAGE / VIDEO LINK	DATES	BUDGET

INFLUENCERS

INFLUENCER NAME	KEY MESSAGE	IMAGE / VIDEO LINK	DATES	BUDGET

BRAND CHECKLIST

BRAND ASSET UPDATE TO BE RELEVANT ASSETS	DUE DATE	SPECIFICATIONS	DELIVERY FORMAT	DELIVERY ADDRESS
Event Logo				
Event Website				
Event programme / guide				
Volunteer hand book				
Television Commercial				
Billboards				
Print ads / posters				
Social media assets				
Signage / flags				
Bus shelters				
EDM				
Tickets				
Merchandise / uniforms				
City Dressing				
Venue Branding				
Hotel Branding				
Other				

IMPLEMENTATION AND MONITORING CHECKLIST

CONSIDERATION	YES	NO	COMMENT
Is your marketing staggered so you can monitor spikes and attribute to a specific activity?			
Have you subscribed to Google Analytics to measure your social media reach?			
Have you planned post-event research?			
Do you have a plan to measure ticket sales?			
Have you considered adding a question to your event ticketing or registration to find out how customers heard about your event?			
Do you have a plan to measure merchandise sales?			
Does your EDM platform have a means of measuring recipient behaviours?			
Have you thought about how you are going to monitor your media?			
Have you created a media dispatch sheet so you can track all your advertising dispatch deadlines?			

MARKETING PROJECT PLAN

Click [HERE](#) for an event marketing project plan template.

APPENDIX B: CASE STUDIES

ASB TENNIS CLASSIC

Event marketing does not always have to cost you the earth. Creativity can be very powerful. Here is an example of how ASB Tennis Classic created a custom made Adshel in Auckland City to generate awareness their event was coming to town.

<http://www.campaignbrief.com/nz/2010/01/asb-tennis-shelter-a-hit-with.html>

LES MILLS RUN THE FINAL

If your event clashes with another major event on the calendar you need to develop a creative marketing strategy to ensure you maintain interest in your event.

Here is a great example of how Les Mills helped Auckland Marathon do this when their date clashed with the Rugby World Cup Final.

<http://tbwa.co.nz/work/les-mills-run-the-final/>

CHINESE NEW YEAR

Collaboration with likeminded partners/businesses is a great way to grow the scale of your event and increase participation, engagement and reach.

Here is an example how Sky City dramatically increased their consumer visitation by creating a collaborative Chinese New Year event.

<http://www.everythingmarketing.co.nz/showcase/2015/entrant/330#&panel1-1>

I-HEART RADIO LAUNCH EVENT

Key influencers are an exceptional way to quickly increase engagement with your event. However, you need to ensure you pick the right person at the right time.

Here is an example of how The Radio Network (now NZME.) capitalised on the success of Lorde as she was rising to stardom, to launch their new online radio platform.

<http://www.everythingmarketing.co.nz/showcase/2014/entrant/286#&panel1-1>

APPENDIX C: RELATED LINKS

CLICK ON TITLES FOR LINK

[EventScotland - Marketing and Communications](#)

[Intellectual Property Office of New Zealand - Trade Marks Information and Registration](#)

[Privacy Commissioners Website - Privacy Act Information](#)

[Department of Internal Affairs Anti-Spam Compliance Unit - Unsolicited Electronic Messages Act 2007](#)

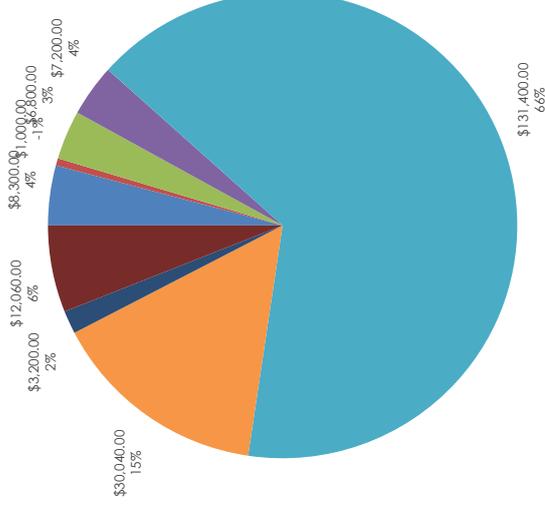
[Smart Sheet Marketing Templates](#)

MARKETING BUDGET PLAN EXAMPLE

Projected Subtotal to date: \$ 200,000.00

Update 'campaign type' labels, quantities and costs per units to be reflective of your marketing campaign requirements

CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
Advertising			SUBTOTAL \$ 131,400.00	
Online	4	\$ 2,500.00	\$ 10,000.00	
Print	4	\$ 850.00	\$ 3,400.00	
Outdoor	1	\$ 30,000.00	\$ 30,000.00	
Radio	1	\$ 10,000.00	\$ 10,000.00	
Television	1	\$ 50,000.00	\$ 50,000.00	
			\$ -	
Social Media			SUBTOTAL \$ 6,800.00	
Twitter	20	\$ 100.00	\$ 2,000.00	
Facebook	20	\$ 100.00	\$ 2,000.00	
Pinterest	10	\$ 100.00	\$ 1,000.00	
Instagram	10	\$ 100.00	\$ 1,000.00	
Google+	4	\$ 100.00	\$ 400.00	
LinkedIn	4	\$ 100.00	\$ 400.00	
			\$ -	
Online (excludes advertising)			SUBTOTAL \$ 7,200.00	
Blog	2	\$ 800.00	\$ 1,600.00	
Website			\$ -	
Mobile App	1	\$ 4,000.00	\$ 4,000.00	
Email Newsletter	4	\$ 400.00	\$ 1,600.00	
			\$ -	
Web			SUBTOTAL \$ 30,040.00	
Development	1	\$ 5,000.00	\$ 5,000.00	
Hosting & Technical Support	12	\$ 370.00	\$ 4,440.00	
SEO	1	\$ 2,000.00	\$ 2,000.00	
			\$ -	
Public Relations			SUBTOTAL \$ 6,300.00	
Public Events	1	\$ 2,500.00	\$ 2,500.00	
Sponsorships	1	\$ 1,000.00	\$ 1,000.00	
Press Releases	8	\$ 100.00	\$ 800.00	
Influencers/Ambassadors	1	\$ 1,000.00	\$ 1,000.00	
Client Events	1	\$ 3,000.00	\$ 3,000.00	
			\$ -	
Content Marketing			SUBTOTAL \$ 1,000.00	
Sponsored Content	1	\$ 1,000.00	\$ 1,000.00	
			\$ -	
Market Research			SUBTOTAL \$ 3,200.00	
Market Research / Surveys	1	\$ 2,400.00	\$ 2,400.00	
Focus Groups	1	\$ 800.00	\$ 800.00	
			\$ -	
Other			SUBTOTAL \$ 12,060.00	
Campaign Monitoring	1	\$ 2,250.00	\$ 2,250.00	
Design	1	\$ 2,000.00	\$ 2,000.00	
Business Cards	18	\$ 45.00	\$ 810.00	
Signage	20	\$ 250.00	\$ 5,000.00	
Ticket Giveaways	20	\$ 100.00	\$ 2,000.00	
			\$ -	



- Public Relations
- Content Marketing
- Social Media
- Online (excludes advertising)
- Advertising
- Web
- Market Research
- Other

Event Marketing Project Plan

Countdown	Pre-event		Day-to-day										Last call				
	Week 16	Week 15	Week 14	Week 13	Week 12	Week 11	Week 10	Week 9	Week 8	Week 7	Week 6	Week 5	Week 4	Week 3	Week 2	Week 1	Week 0
Key Event	Pre-event page live		Official event launch				Early Bird				Last chance to save						Event opens!
Email																	
Blog																	
Guest Blog																	
LinkedIn																	
Facebook																	
Twitter																	
Other Social																	
Influencers																	
Your contacts																	
Partnerships																	
Webinar																	
Listings																	
Press Release																	
Adwords																	
Paid social																	
Phone																	

Notes:

This should only be used as a guide. You will need to adjust the marketing tactics, timeframes and frequency according to your specific marketing plan, budget and lead time. Each coloured boxes denotes a planned activity. Add more detail to each in text i.e. the top of the email, or the name a specific partner.

For more details on how each of these tactics work, please refer to www.eventbrite.co.uk/blog/event-marketing-strategy