# Event Marketing Plan Template

This template has been designed by the City to assist you in preparing a functional Marketing Plan, as an event organiser, you may choose to use this template, or create your own plan.

Events seeking funding from the City including Geelong Major Events are required to include a Marketing Plan as part of their submission.

It is recommended that community events also include a Marketing Plan along with their Event Application.

**The Marketing Plan Template**

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| **Part One:** DEVELOPING A MARKETING PLAN SUMMARY | |
| **Event Name** |  |
| **Event Date**  Make sure your event does not clash with others – check out our list of events calendars in Section 2. |  |
| **Time(s)** |  |
| **Location** |  |
| **Background**  How did this event start? Is it a one-off or regular occurrence? Does it have a community, charity or commercial focus? |  |
| **Event Description**  Briefly describe what will be happening – keep it to about 200 words. |  |
| Objectives  Identify the primary objectives of your event. What are you trying to achieve? | Objectives should be measurable. Examples might be: ‘to raise at least $X towards a project’; ‘to provide an opportunity for young people to display their musical skills’; ‘to help foster a better understanding of ethnic groups in our community’ etc. |

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| **Target Audience**  Describe the type(s) of people who will attend your event and who you will be targeting. Consider their general interests (the sort of thing that will appeal to them, what activities will be available to keep them there.) Detail the more specific nature of individuals | **People:** | | | | | |
|  Males |  Females |  Singles |  Families |  Couples |  N/A |
| **Age group(s):** | | | | | |
|  Under 18 |  18-24 years |  25-39 years |  40-54 years |  55+ |  N/A |
| **Other audience information:** | | | | | |
| **Branding**  Identify the features that make your event unique or special | **Event name:**  Does it clearly identify what the event is about? Is it easy to say and read? Is there a slogan attached to the event name? Describe: | | | | | |
| **Logo:**  Does the event have a strong logo design or a specific brand? Consider a theme to vary its concept from year to year? | | | | | |
| **Strategies**  Identify 3-5 strategies that will be used to achieve the event objectives.  Eg…:  Advertising Community Involvement Event Appeal |  | | | | | |
| **Event Promotion**  Provide an overview of the measures you will use to implement your marketing strategies. (You should expand on this in more detail using the template in Section 3) | **Advertising, PR, Event appeal, what promotion will you use?** | | | | | |
| **Budget**  Develop a marketing and promotion budget for your event. What percentage of your overall event budget should/can be allocated to this?  For more detail, see the budget spreadsheet (at the back of this document) | **Estimated Budget:**  Evaluate how much money you need to get the event up and running. How much has been allocated towards marketing? Do you already have sufficient funding, do you expect to pay out of profits - or do you need to seek grants or sponsorship? | | | | | |
| **Estimated Expenditure:**  Consider the costs of things such as printing, signage, paid advertising, photography and other promotional material, etc. | | | | | |
| **Estimated Income:**  Consider income from all likely sources – eg: grants, sponsorship, ticket sales, donations, sales of food and beverages. | | | | | |
| **Market Research**  Market Research is an important part of your event planning, especially if this is the first time the event has been held. You may want to undertake a survey or other research to determine the likely success of the event.  If it’s not a new event, refer to previous data. | **Economic impact**  How many people are likely to attend your event? Who are they, origin of the spectators (i.e. local people only or non local?) How much $value will the event contribute to the local economy? Will participants and spectators stay in paid accommodation? | | | | | |
| **Social impact:**  How will participants and the general community perceive the event? Will the event contribute to better community relations, community pride, healthy living, cultural value, and other social benefits? | | | | | |
| **Environmental data:**  Will the event have any impact on the environment? Energy usage at the event - strategies to encourage renewable energy. Will your event use sustainable (waste) practices i.e. Waste management, reduction of carbon footprint, etc… | | | | | |
| **Risk Management**  While your overall event plan will include a risk assessment, you also need to evaluate risks associated with your marketing and promotion. When developing your marketing material, make sure you refer back to this list. | **Accuracy of Information**  *EG…signage plan – identifying how signage will be erected and dismantled in accordance with safe work practises.* | | | | | |
| **Ability to meet promises of service** | | | | | |
| **Information about contingencies, e.g. weather risks, i.e. signage implementation and management on days of extreme windy conditions.** | | | | | |
| **Monitoring**  Identify the steps you will undertake to evaluate the success of your event.  Your success should be measured by things such as meeting your objectives, promotion, publicity and media attracted by your event. Other achievements and how well you managed any problems that may have occurred.  A Post-Event Evaluation Template is contained in Part 4 of this guide. |  | | | | | |