

PORT MACQUARIE-HASTINGS COUNCIL

EVENT

ORGANISER'S TOOLKIT

MARKETING PLAN TEMPLATE



PORT MACQUARIE
HASTINGS

Event Marketing & Communications Plan

<Insert event title>

<Insert date of event>

(<insert version no> <insert date>)

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1. Marketing Objectives

Overview

Here you should concisely state where the event is, where it would like to go and how it intends to get there.

Objectives

This is the part where you discuss what you hope to achieve by staging the event (*your objectives*) and how you will achieve these objectives. Remember that your objectives must be SMART—that is, specific, measurable, achievable, realistic, and time-bound. You will refer back to these objectives at the end of your event to figure out if the event was successful or not.

Target Market

Who will be attending? You'll need to identify and define the categories of people you expect to attend your upcoming event; unemployed graduates, CEOs, small business owners, and so on. Using the word, "everyone" is silly, because it's unrealistic. So, your best bet is to be as specific as possible. You can define your target market using either demographics (*age, gender, employment status, marital status, location, occupation, etc*) or interests (*sports, politics, business, literature, etc*). Target the right people, or else you will get little or no responses, and your promotional activities will be wasted.

The event

Having defined the people you expect at the upcoming event, you will also need to define what these people expect from such an event and what your event promises to offer them.

You must give a detailed description of your event and the activities, services, value, pricing, and promotion that would be involved. Whether you are staging a seminar, a show, a dinner, an anniversary, or a fundraiser, you need to identify what will most likely attract people to the event.

In addition, you must explain what those present at the event will gain from it, as well as what makes the event unique; be it the venue, activities involved, size, entertainment, food, or whatever. That is, list the unique selling points of the event.

This will help inform your 'positioning' and marketing mix (see below).

Positioning

This is a marketing term used to describe the way in which you present what you are offering to the public. It involves communicating the 'feel' and main benefits of the event experience through 'key messages'.

Each event will have its own unique range of benefits, which may include, for example:

- The reputation of the event
- The key elements of the programme
- What the special interest area is
- The kind of experience the event offers (outdoors/indoors/all day, etc)
- If there is a unique element – for example something that is specific to the own/event/ venue
- If it offers something that is different/better than other events/experiences

SWOT Analysis

This section should include details of the target market, market size, competitors etc.

Strengths	Weaknesses
<ul style="list-style-type: none">▪ <i>Unique event in calendar</i>▪ <i>Point 2</i>▪ <i>Point 3</i>	<ul style="list-style-type: none">▪ <i>Potential for weather to affect programme</i>▪ <i>Point 2</i>▪ <i>Point 3</i>
Opportunities	Threats
<ul style="list-style-type: none">▪ <i>To grow into new markets and invite in different age groups</i>▪ <i>Point 2</i>▪ <i>Point 3</i>	<ul style="list-style-type: none">▪ <i>Clashes with other events taking place in the local area</i>▪ <i>Point 2</i>▪ <i>Point 3</i>

2. Communication Strategy

Marketing Mix - Alongside effective positioning, the combination of Product, Price, Convenience and Promotion are the principal factors that are most likely to influence attendance and therefore your marketing strategy. You should include details on each of the following:

Product - what the event offers. Can you develop the product any further? Factors to consider:

- Are there any adjustments that should be made to the overall event to make it more appropriate or attractive to your target audiences?
- Does the program/content need to be further developed?
- Does the venue need to be adapted or improved?
- What is the total experience? Are you offering event 'packages' in association with transport providers, hotels, restaurants, etc that could make the event experience more attractive and enjoyable?

Price - the cost of attending. How does the cost of attending the event add up? If appropriate, consider:

- Is the ticket price/entry fee at the right level for target groups?
- Does the price offer value for money?
- Is there an appropriate range of ticket/entry options? Do you need to introduce family tickets or special offers for example?
- Do you need to offer any price differentials to encourage attendance at particular performances?
- Are there any additional costs (booking fees, travel, meals, accommodation, parking) that will affect decisions to attend?

Convenience - making it easy to attend.

- For ticketed events – Have you put in place the appropriate advance ticket distribution network? For example, are you using a ticket hotline, web sales, walk-up box office, ticket agencies, postal bookings, sales through local shop or library, etc?
- Do you offer various/appropriate methods of payment (*e.g.* credit card, cheque, cash)?
- Is the event program appropriately timed to appeal to your targets?
- Is the event easy to get to?
- Make sure you provide the appropriate travel, accommodation and location information necessary to encourage visitors who do not know the area well.

Promotion - saying the right things to the right people.

- Communicate the positioning of the event through key messages: Who the event is aimed at; What is special about it; Why it's a good idea to attend; When will it take place; Where will it take place; How easy it is to engage with the event?
- Develop the right combination of marketing tools to reach your audience.

Marketing Tools

Here you should detail which kinds of tools you intend to use to reach your target audience.

Some of the most commonly used event marketing tools include:

- Social Media (e.g. Facebook & Twitter)
- Website (optimise for mobile)
- Print: posters, leaflets, postcards, programmes, etc
- EDMs, Direct mail and print distribution
- Media advertising: print, radio and TV
- Website/internet/e-bulletins
- Outdoor advertising: billboards, bus sides, poster sites, street dressing, etc
- Friends/ambassadors' programmes/clubs
- Media releases, promotions and activity
- Media sponsorship

3. Key strategies

This is an opportunity to outline the key strategic aims and the initiatives/tools employed to achieve those aims.

Key Strategies Summary	Key initiatives Summary
1. <i>Effectively promote the event through increased marketing activity in local and national press and online.</i>	<ul style="list-style-type: none">▪ <i>Enhance existing website</i>▪ <i>Establish specific promotional plan detailing target markets, times, methods etc</i>▪ <i>Establish media partnerships</i>
2.	

Marketing and Promotions Activities Template

Duration:

Status key:

Not started

In progress

Completed

Key Activities Message/Campaign Deadline Status Jul Aug Sep Oct

Advertising

1							
2							
3							

Public Relations

1							
2							
3							

Social Media

1							
2							
3							

Direct Marketing

1							
2							
3							

Website

1							
2							
3							

Communications Strategy Template

Event name:	
Aim:	<i>(Provide a description/purpose of your event's communications strategy and what it should achieve in supporting your event).</i>
Communication Strategy Overview:	
Targets:	
Stakeholders:	
Key Messages:	
Timing	

Communication Tactics

Objective 1:

Tactic	Targets	Message / Action	By Who	By When

Objective 2:

Tactic	Targets	Message / Action	By Who	By When

Objective 3:

Tactic	Targets	Message / Action	By Who	By When