

Event Marketing/PR Plan Template

The development of an effective marketing and communications plan is essential for the delivery of a successful event. The key is to match your event concept (the theme, programme, etc) with the appropriate audience (those who will attend or participate in your event). In order to do that, you must have a strong idea of what the event actually offers and to whom. You also need to have an effective plan of action and the necessary resources to implement it.

This document is a marketing and PR plan template. It is not an exhaustive list of elements for inclusion within an event marketing plan; rather it is to be used as a guide, a framework around which event organisers can create their own plan. The elements contained within it are not mandatory for inclusion, but it is recommended that all marketing/PR plans being submitted in conjunction with National Programme Applications contain the following:

- Summary of event
- Vision/Mission
- Target markets
- Objectives and Key Performance Indicators
- Key strategies and initiatives
- Marketing and PR Budgetary information

<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.

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 programme/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 programme 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:

- Print: posters, leaflets, postcards, programmes, etc
- 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.	

4. Budget Plan

All budgetary information should be listed within this section. Applicants should ensure that information contained within the budget is accurate

Summary

Description	Total Budget
Design & Print	
Distribution/display,	
Website & on-line activity	
Advertising	
Market Research	
Other	