

Event Marketing Plan Checklist

- Previous Event History**
 - Post event research / surveys / report
 - Promotional strategy and results
 - Previous event pricing and packaging
 - Previous event delegate profile
- Audience Analysis**
 - Member profile
 - Geographic source of attendees
 - Reason for attending conference / perceived benefits
 - Survey potential audience
- Competitive Analysis**
 - Competitive dates, content & pricing, attendee profile
- Market Environment**
 - Economic, political, regulatory environment, safety, travel cost
 - Status of profession/industry
- Value Proposition**
 - Key message: Why Attend?
 - Benefits & relevance to potential attendees
 - Benefits to specialist groups
 - Consistent messaging
- Promotional Strategy**
 - Set goals
 - Set budget
 - Identify opportunities & set tactics
 - Monitor strategy
 - Event pricing and packaging
- Database Mailing Lists**
 - Members
 - Non members
 - Via sponsors, & exhibitors
 - Strategic partners & alliances

 - Segment by special interest

- Timeline**

- Schedule programme announcements/ deadlines
- Identify promotional opportunities [events, newsletters]
- Promotional Tools**
 - Website
 - Social media
 - Smart phone apps
 - Print material
 - Media
 - Email templates, web banners
- Website Development**
 - Search engine optimisation
 - Integrate with social media
 - Constantly promote and update
 - Web links
 - Track and monitor visits
- Media**
 - Establish media list
 - PR agency
 - Media releases
 - Media conference
 - Advertising, advertorial, editorial
 - Target trade magazines, newsletter & journals
 - Consider translation for key target markets
- Pre Conference Events**
 - Bid win announcements/
handover
 - Promote at key regional
conferences and events
 - Engage Convention Bureau for
promotional booth and materials
- Extend Promotional Force**
 - Sponsors and exhibitors
 - Regional branches/chapters
 - Ambassadors, committee
members
 - Attendees
 - International event calendars
 - Convention bureau delegate promotion tools
- Electronic Direct Marketing**
 - Customise messaging to
specialist groups

- Language, cultural and regional considerations
- Pre Engage Audience**
 - Social media applications
 - Programme content development
 - Event planning surveys
 - Abstracts & posters
 - Destination promotion / Pre and post touring/ trip planner