

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

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|  | **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

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|  | **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 |