

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 |