

# MARKETING PLAN

<b>NAME OF EVENT</b>	
<b>EVENT ORGANISER</b>	
<b>VENUE</b>	
<b>DATES</b>	
<b>TIMES</b>	
<b>EXPECTED NUMBERS</b>	

## DESCRIPTION OF EVENT

Give the theme of the event and a flavour of some of the activities that will be taking place.

### Example description:

*A surfing event in a coastal town featuring surf competitions, live bands and food stalls.*

## TARGET AUDIENCE PROFILE/S & KEY MESSAGES

Include the size of the market, how far you expect them to travel, age range or life-stage, likely interests and popular trends, sector or type being targeted e.g. families, businesses, locals or tourists. You may need to break down your audience into separate target audiences according to how different their profiles are.

### Target Audience:

### Key marketing messages:

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## COMMUNICATION OBJECTIVES

These will set out what you hope to achieve from your marketing activity. They may be linked to the event objectives that you have outlined in your event plan and could also link to your sustainability objectives for the event, if you have them. Your marketing objectives, along with the key messages you have outlined above, will help to define how you market your event, which tools to choose and what you will say in your marketing. Your objectives should be things that you can measure to see if you've achieved them. Some examples of communications objectives are provided below to help you:

### Example objectives:

- To sell 200 concert tickets
- To achieve a 10,000 attendance figure at the event

## MARKETING CAMPAIGN/S

Develop your marketing campaign around the mix of Product, Place, Price and Promotion. These are all explained in the boxes below which you can use as your template. If you have more than one target audience, it is best to develop a specific campaign for each one using the relevant tools and messages.

### Product

*Make sure that what you are offering is what your target audience is looking for.*

### Price

*Ensure that the price is set at the appropriate level to meet with your target audience's expectations.*

### Place

*Make sure that you are placing your event's marketing activity in the right places, where your target audience is likely to come across it.*

### Promotion

*Be sure to use the right tools to promote the event including a mixture of online, broadcast, face to face and print.*

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<b>BUDGET</b>	
Identify the cost of each element of your marketing campaign/s. Include these cost in your overall event budget and be sure that you have secured enough income to cover them. Some examples of marketing costs are given below.	
<b>Marketing &amp; Promotion:</b>	<b>Cost</b>
Advertising	\$
Design costs and printing	\$
Social media costs	\$
Distribution costs	\$
Installation costs	\$
Other marketing costs	\$
Other marketing costs	\$
<b>TOTAL INCOME</b>	<b>\$</b>