[event name]

[DATE]

[TIME]

[LOCATION]

MARKETING AND COMMUNICATIONS PLAN

TEMPLATE

PREPARED ON: [DATE]

### Background

Include a brief description of the event including the key dates/event date, location, aims and objectives, attendance, target market, sponsorship targets, nomination targets etc.

### Vision

Include a brief statement of the vision/purpose of the event.

### Communication objectives

The internal objectives of this communication plan are to:

* list them here.

The external objectives of this communication plan are to:

* list them here.

### Target audience

The primary audience for <event name> marketing will be all <insert target market>. However, specific audiences will be targeted for different activities.

**Primary target audiences**

<event program>

* <target market #1 e.g., local businesses>
* <target market #1 e.g., local sporting clubs>
* <target market #1>
* <target market #1>

<event program 2>

* <target market #1 e.g., school children and their families>
* <target market #1 e.g., community groups>
* <target market #1>
* <target market #1>

### Stakeholders

Internal:

* list them here.

External:

* list them here.

Key influencers:

* list them here.

### Key messages

The overarching key messages for <event name> are:

* list them here.

Where appropriate, include a call to action i.e. What action do you want your audience to take?

Key messages will be incorporated throughout marketing materials such as <for e.g., media releases, advertising, and online communication>.

### Marketing tactics and channels

A <integrated marketing strategy> will be implemented to promote the <event name> and ensure key messages are communicated to target audiences.

The marketing and communication strategy will utilise the following tactics and channels. A complete breakdown of marketing activities and timelines can be found in <Appendix A>.

## Branding

Discuss branding elements including look and feel, logos. Include a visual guide/board of event creative.

## Collateral and signage

A suite of marketing assets and signage will be developed to promote the <event name> program of activities.

|  |  |
| --- | --- |
| **Item** | **Distribution method** |
| **<event #1>** |
| <list all mediums below e.g.:> |  |
| Advertising | Print |
| Advertising (digital ads) | Online |
| Advertising | Radio |
| Animated video | Online |
| Snapchat Geofilters  | Social media |
| Poster | Print |
| Infographics | Print and Online |
| Media wall | Print |
| Web / social media graphics | Online  |
| Facebook icon and banner | Online |
| Email header and footer | Online |
| Word header and footer | Online |
| PowerPoint template | Online |
| Signature block | Online |
| Launch postcard | Direct mail or Avant Card |
| Merchandise registration form  | Online |
| Resource kit | Online |
| Merchandise  | Direct mail |
| Sponsor evaluation report covers | Direct mail |

## Advertising

Insert details of the advertising campaign here. This should include:

* the media type e.g. print, radio, online and social media.
* the reach e.g. state-wide, national, international.

The following considerations will also be made regarding advertising e.g.:

* media partnerships secured across print, online, television and radio.
* other sponsorship relationships.
* target audiences and their consumer behaviours.
* media circulation and reach.

## Direct mail

Direct mail will enable targeted communication to identified audiences. During the promotional period, direct mail will be distributed to:

|  |  |
| --- | --- |
| **Target market/s** | **Email content** |
| * e.g. ABC region schools
 | * e.g. guidelines and nomination form
 |
| * e.g. netball clubs
 | * e.g. launch information kit
 |

## Media relations / Public relations

Proactive media opportunities will be pursued to:

* Insert aims and objectives of public relations

Media releases will be distributed at key points in the program, including:

* Insert key milestones wishing to promote e.g., launch, program launch, key performers, tickets on sale.

Media kits will be distributed with <insert items> to:

* Insert media outlets and/or names.

Media will be encouraged to attend:

* List events and opportunities here.

##

## Media monitoring

<insert who will be responsible and how you will monitor and assess media coverage>.

## Ambassadors and/or spokespeople

Ambassadors will be sought to act as spokespeople for the <event name>.

Ambassadors will <insert role and detail how they will contribute e.g., act as a media spokesperson and help generate publicity for the event, provide pre-approved quotes for marketing materials, etc>.

Potential ambassadors include:

* List ambassadors here.

## Website

<List event website/webpage link(s), what online information will be updated, launch dates here>.

## Internal communication

Editorial will be included in internal communication channels including:

* List channels here, i.e., staff newsletter, SharePoint, etc.

## Social media

Detail how social media will be used to communicate and engage, and what specific pages/accounts will be utilised e.g.:

* highlight events.
* encourage nominations.
* engage and encourage conversation.
* promote general good news stories.
* educate on <interest piece>.

## Photography and videography

A videographer will be engaged to capture the <event name>. Video content will be used to <detail how video content will be used, i.e., profile and promote the event>.

A photographer will be engaged to capture the <event name>. Photos will be used to <detail how photos will be used, i.e., profile and promote the event>.

## Stakeholder engagement

A variety of stakeholders will be identified to assist with promoting the <event name>. <insert how stakeholders will be targeted, i.e., phone, email, provided information kits, etc>.

Stakeholders will include:

* List ambassadors here.

## Sponsorship

Sponsorships will be sought from media, corporate, government organisations to help enhance the <event name> and raise awareness of the program in return for <list brief outline of sponsor benefits>.

The benefits for sponsors are based around the following:

* list benefits e.g. logo acknowledgement, buy into the program, signage, speakers, hospitality, tickets, evaluation report.

### Risks

<List any identifiable risks for the event and how they may be mitigated>.

### Evaluation

At the conclusion of <event name>, the success of this marketing plan will be evaluated by:

* List methods e.g., number of nominations/attendances, website traffic, level of media coverage, social media reach, EDM open rate, metrics on digital advertisements, sponsorship attraction, feedback from stakeholders and target audiences.

### Budget

The budget allocated to marketing and promotions of the <event name> is <budgeted dollar value>. The approximate budget allocation is below. See marketing budget for a full breakdown of costs.

|  |  |
| --- | --- |
| **Activity** | **Allocated budget (excl GST)** |
| e.g., printing and signage | e.g., $2,000 |
| e.g., advertising | e.g., $32,000 |
| e.g., social media (paid or sponsored) | e.g., $1,500 |
| e.g., Videography and photography | e.g., $12,000 |
| **e.g., total** | **e.g., $46,000** |

### Appendix A – Marketing timelines

|  |  |  |  |
| --- | --- | --- | --- |
| **Specifications** | **Design due dates** |  **Approvals** | **Production** |
| **Item** | **Responsibility** | **Qty/****specs/****placement** | **Quote** | **Distribution** | **Final text** | **Brief** | **First draft** | **Final** | **Logo** | **Final** | **To print/dispatch** | **Delivery due** | **Required** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |