

Event Marketing Plan Strategy Template

No matter how amazing your event is in concept they will not sell themselves. Thus the development of an effective marketing and communications plan is essential for the delivery of a successful event. It is crucial to match your event concept (the theme, programme, etc.) with the appropriate audience (those who will attend or participate in your event). To enable you to do so, you must have a committed idea of what the event actually presents and to whom. It is also essential that you have an effective plan of action and the necessary resources for successful implementation.

This document is an overview of a Marketing and PR plan for completion. Within this document please provide details of how the event will promote the Causeway Coast and Glens as a tourism destination through branding, marketing and media activities. ***Please note this document is for guidance.**

| | |
|-------------------------------|--|
| Event Name: | Name |
| Event Location: | Location |
| Event Date(s): | -- / -- / -- - -- / -- / -- |
| Document Owned by: | Name of Marketing Officer |
| Organisation: | Name of Organisation |
| Telephone: | Main Contact Number |
| Email: | Marketing Officer email address |
| Insert version number: | |
| Document last updated: | -- / -- / -- |

1. Marketing objectives
 - Overview
 - Current Situation - Where are you now in terms of the development of the event?
 - Development of the event going forward - Where do you want to go?
 - SWOT Analysis
2. Communication Strategy using a Marketing mix and range of Marketing tools - How do you get there?
 - Marketing mix
 - Product
 - Price
 - Place
 - Promotion
 - Marketing Tools
 - Key Strategies
3. Marketing Action Plan
4. Appendices (include any supplementary documents)

1. Marketing Objectives

Overview

Use this opportunity to provide a clear, concise description of the event, stating who your target market is, where the event is, where it would like to go and how it intends to get there. Include what economic benefit this event will have on the Causeway Coast and Glens Borough Council area.

Current Situation:

This is the way in which you present what your event is offering to the public. It involves communicating the 'feel' and main benefits of the event experience through 'key messages'. Each event will have its own unique range of benefits, which may include, for example:

- The reputation of the event
- The key elements of the programme
- What the special interest area is
- The kind of experience the event offers (outdoors/indoors/all day, etc)
- If there is a unique element – for example something that is specific to the own/event/ venue
- If it offers something that is different/better than other events/experiences
- Economic impact: what should Causeway Coast and Glens Borough Council expect for their investment?
- Other economic benefit within the Causeway Coast and Glens area ie are local traders being used

Development of the event going forward:

Please specify the way forward for the event by outlining any new programme elements going into the future and how you intend to promote and implement any new developmental additions or changes. You may wish to include any relevant research that you have conducted to help us understand your target audience.

In preparation of the development of the event please complete the SWOT Analysis table below which will identify the current trends within the event and the opportunities to expand. By completing the table it will help to evaluate and brainstorm what ideas can be explored for the development of your event.

SWOT Analysis

This section should include details of the target audience, market size, competitors, ideas for event development etc. (Examples within)

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none">• <i>Unique event in calendar</i>• <i>Point 2</i>• <i>Point 3</i> | <ul style="list-style-type: none">• <i>Budget constraints</i>• <i>Point 2</i>• <i>Point 3</i> |
| Opportunities | Threats |
| <ul style="list-style-type: none">• <i>To grow into new markets and invite in different age groups</i>• <i>Explore New Social / Digital platforms</i>• <i>Point 3</i> | <ul style="list-style-type: none">• <i>Clashes with other events taking place in the local area</i>• <i>Point 2</i>• <i>Point 3</i> |

2. Communication Strategy

Marketing Mix – In conjunction with effective positioning, the combination of Product, Price, Convenience and Promotion are the fundamental factors that are most likely to influence attendance and therefore your marketing strategy. You should include details on each of these as follows:

Product – essentially what the event offers. Is there opportunity to develop the product any further? Factors to consider:

- Could there be any modifications that could be made to the overall event to make it more relative or attractive to your target audiences?
- Is the potential there to further develop the programme/content?
- Does the venue need to be adapted or improved to suit the event?
- What is the complete experience? Are you offering event 'packages' in association with local businesses ie transport providers, hotels, restaurants, etc, that could make the event experience more attractive and enjoyable?

Price - the cost of attending this event. How does the cost of attending the event add up? If appropriate, take into consideration:

- Is the ticket/entry fee at the right amount for target groups?
- Does the price present value for money?
- Is there an appropriate selection of ticket/entry options? Do you need to introduce special offers such as family tickets for example?
- Should you offer any price differentials to encourage attendance at particular performances?
- What additional costs will be incurred (booking fees, travel, meals, accommodation, parking) that will affect decisions to attend?

Convenience - making it straightforward to attend

- For ticketed events – If relevant is the appropriate advance ticket distribution network in place? For example, are you using a ticket hotline, web sales, walk-up box office, ticket agencies, postal bookings, sales through local shop or library, etc?
- Can attendees use various methods of payment (e.g. credit card, cheque, cash)?
- Is the event programme appropriately timed to appeal to your targets?
- How accessible is the event to get to?
- Are you providing the appropriate travel, accommodation and location information necessary to encourage visitors who do not know the area well.
- Is this event in the current tourist season or does it extend the current tourist season to between the months of October – March?

Promotion - saying the right things to the right people.

- Communicate the positioning of the event through key messages: Who the event is aimed at; What is special about it; Why it's a good idea to attend; When will it take place; Where will it take place; How easy it is to engage with the event?
- Develop the right combination of marketing tools to reach your audience.
- Which print opportunities can you offer to Causeway Coast and Glens within your printed marketing campaign ie mention in flyers/posters?
- Inclusion of Causeway Coast and Glens Borough Council within your paid for advertising ie radio or press advertising.
- The use of online promotion to promote the event and use the Causeway Coast and Glens area ie scenery shots.
- Within your PR activity what opportunities exist for Causeway Coast and Glens Borough Council to participate ie Mayor invited to speak at launch?
- What branding opportunities are being offered to Causeway Coast and Glens Borough Council ie logo on flyers?

Marketing Tools

It is here that we expect to see more detail on which kinds of tools you intend to use to reach your target audience.

Some of the most commonly used event marketing tools include:

- Printed Advertising: posters, leaflets, flyers, postcards, programmes, etc
- Direct mail and print distribution
- Media advertising: print, radio and TV publicity
- Website/internet/e-bulletins
- Outdoor advertising: billboards, bus sides, poster sites, street dressing, etc
- Friends/ambassadors' programmes/clubs
- Media releases, promotions and activity
- Media sponsorship
- Social / Digital platforms

Key strategies

This is an opportunity to outline the key strategic aims and the initiatives/tools employed to achieve those aims.

| Key Strategies Summary | Key initiatives Summary |
|---|---|
| 1. <i>Effectively promote the event through increased marketing activity in local and national press.</i> | <ul style="list-style-type: none"> • <i>Enhance existing website</i> • <i>Establish specific promotional plan detailing target markets, times, methods etc</i> • <i>Establish media partnerships</i> |
| 2. | |
| | |
| | |

N.B. When completing your Marketing Action Plan please note that not all the tools may be applicable to your event marketing strategy, if not applicable state N/A. Within the Marketing Action Plan you should bear in mind that you should outline how you will implement this plan as well as stating your marketing channels, reach, branding exposure, budget, measuring and evaluation.



MARKETING ACTION PLAN

| MARKETING CHANNEL | DATE | ACTIVITY DETAIL | ACTION PLAN | | BUDGET BREAKDOWN | WHO | MONITORING & EVALUATION |
|---|--|--|--|--|--|--|--|
| | | | REACH | KEY TARGET MARKET | | | |
| Specific details to be employed and frequency (include specific details of the publication etc) | Highlight specific timings for each marketing tool/channels to be employed in all markets e.g. dates when adverts will be placed in the press, dates posters will be distributed, dates of TV coverage | Please include how you intend to capitalise on... Marketing Social & digital and PR opportunities and how you plan to gain positive PR for Causeway Coast and Glens Borough Council area and Causeway Coastal Route through both online and traditional media channels targeting the NI domestic market, ROI, GB and Hybrid/Online markets. | Of the chosen marketing channel – please highlight the coverage the marketing tool will give the event, such as newspaper readership on allocated day, TV coverage audience reach in all markets | Please highlight the target market the marketing tool will impact (e.g. NI domestic market, ROI, GB, Hybrid/Online markets) | On each of your marketing channels – applicants should ensure that the budget information contained is accurate. | Who is going to deliver the various areas of the plan? | How are you going to measure success of the plan? How often will you review the plan? Will you track against targets set? And how will you do this? If targets not being met will you relook and re-evaluate to get on track? Post event evaluation – it is important to evaluate post event to ensure the Marketing Plan has delivered on the objectives outlined. How will you plan to evaluate the Marketing Plan and help improve the marketing for the future? |
| PRINT | | | | | | | |
| Posters | | | | | | | |
| Programmes | | | | | | | |
| National/Local Print Press | | | | | | | |
| DIRECT MAIL: | | | | | | | |
| Print distribution | | | | | | | |
| SOCIAL & DIGITAL MEDIA | | | | | | | |
| WEBSITES: Building a website for your event, upgrading your current site to ensure content is relevant and engaging. Does the website have an e-commerce function? | | | | | | | |
| Facebook / Instagram | | | | | | | |
| X (Twitter) | | | | | | | |
| TikTok | | | | | | | |
| YouTube | | | | | | | |
| Email Marketing (Newsletters, Mailing lists) | | | | | | | |

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|---|--|--|--|--|--|--|--|
| Digital advertising (Pay per click, Google adwords etc) | | | | | | | |
| Blogs and vlogs | | | | | | | |
| OUTDOOR ADVERTISING | | | | | | | |
| Billboards | | | | | | | |
| Bus sides & Bus Shelters | | | | | | | |
| Poster sites | | | | | | | |
| Street dressing | | | | | | | |
| PARTNERSHIPS | | | | | | | |
| Media Sponsorship | | | | | | | |
| Private Sponsorship & Marketing Opportunities | | | | | | | |
| Stakeholder Marketing | | | | | | | |
| Friends / Ambassadors: Programmes / Clubs | | | | | | | |
| PR | | | | | | | |
| Issuing press to local / national | | | | | | | |
| Other press (industry specific) | | | | | | | |
| Bloggers and influencers | | | | | | | |
| Radio stations | | | | | | | |
| TV | | | | | | | |