



Marketing Plan

Use the marketing action plan template below and review it at your event team meetings to monitor each task throughout the planning stages.

Name of event	
Event organiser	
Venue	
Dates	
Times	
Expected Numbers	

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 triathlon event in a coastal town featuring competitions, live bands and food stalls.

Other events

List other events of equal or bigger scale happening in the area at the time and also other events on a similar theme that happen elsewhere but will appeal to the same target audience. It's worth thinking about when they are taking place, how much they are charging, how many people attend them, etc.

Local events	Similar events



Target audience profile/s & key messages

Include the size of the audience, 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. Examples are provided below of two target audiences for the same event (in this case a triathlon):

Target Audience 1

Key marketing messages:

Target Audience 2

Key marketing messages:

Target Audience 3

Key marketing messages:



Communication objectives

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

Price

Place

Promotion



Budget

Identify the cost for 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.

Marketing & Promotion:	Cost
Advertising	
<i>Design fees & print</i>	
<i>Internet</i>	
<i>Media & PR</i>	
<i>Market research</i>	
<i>Other marketing costs</i>	
<i>Other marketing costs</i>	
<i>Other marketing costs</i>	
Total Costs	

Branding & Logos

If you develop a brand for your event, make sure that you are consistent across all of your marketing. This will include the tone of voice, the colour palette, the use of images, the use of logos and the quality of what is produced. In addition, if you have received an award, a sponsorship or a grant from an external funder, it is very likely that they will expect you to display their logos on marketing materials or to mention them in radio broadcasts or press releases. Can your event benefit from association with the destination brand priorities? You will find guidelines at www.discovercarmarthenshire.com). You will need to make sure that you understand exactly what is expected of you before you start to promote the event.

List below all of the things you will need to take account of in your marketing materials and activities:



