A Marketing and Communication Plan should detail how you will promote your event as well as key communication strategies for all relevant stakeholders. Your plan should identify who your target market is and how news of your event will reach them, as well as how they can purchase tickets or register for your event if relevant.

Key dates should be identified and a timeline developed to help you keep track of what promotional activities are planned as well as what other communications and notifications need to be provided to stakeholders.

This template can be used to assist in the development of an Marketing and Communication Plan. Not all points below will be relevant to your event, use grey bullet points as a guide and delete them once you’ve completed each section.

Consider the following in your Marketing and Communication Plan:

* Objectives (as identified in the Event Management Plan)
* Target audience (Who will attend/participate in the event?)
* Branding (Do you have a clear name for the event? Consistent logo design? Statement or slogan?)
* Marketing strategies (Identify 3-5 strategies you will use to achieve your objectives)
* Evaluation (How will you evaluate the effectiveness of your marketing strategies and how they contributed to the success of your event?)
* Marketing budget

**Marketing and Communication Plan**

Event Objectives

Target Market

* Identify target market – depending on your event there may be more than one, e.g. participants and spectators
* What marketing strategies will be used to reach the target market?

Promotional Activities

* Key Activities
* Timelines
* Budget
* Print
* Radio
* Television
* Social media
* Posters/flyers/programs
* Other (Council’s seasonal events guide, banners, cross-promotional opportunities etc.)

Ticketing/Registration

* Ticketing/registration strategy – how, where, when, earlybird incentives, pricing structure etc.

Statistics and Evaluation

* How will you collect information regarding the number of participants at your event?
* How will you collect information regarding the number of spectators at your event?
* How will you collect demographical information about your event attendees (e.g. age, gender, postcode)?
* How will you collect information from visiting attendees regarding the number of nights they stayed in the area?
* How will you measure the effectiveness of your marketing activities?

Stakeholder Communication and Notifications

* Identify what you need to have to whom and by when:
  + Local community/businesses (consultation regarding road closures, parking, noise etc.)
  + Emergency services (presence of ambulance/police/CFA at event, permits, approvals)
  + Alpine Shire Council (Event Registration, permit applications, plans, approvals)
  + Contractors (quotes, plans, contracts)
  + Other (e.g. permits, plans, approvals from VicRoads, ACP, Parks Victoria, private land owners etc.)

The following table can be used to identify and assign various marketing and communications tasks in the lead up to your event:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Due Date** | **Activity** | **Communication Type** | **Stakeholders** | **Responsible person** |
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