

# Event Marketing Plan Outline

## 1. Executive Summary

- Event Name & Overview
- Event Goals & Objectives
- Date, Time, & Location

## 2. Target Audience

- Audience Description
- Demographics & Psychographics
- Key Needs & Interests

## 3. Unique Value Proposition

- Event Differentiators
- Key Messages

## 4. Marketing Goals & KPIs

- Attendance Targets
- Engagement Metrics
- Lead Generation/Conversion Goals

## 5. Marketing Strategies

- Content Strategy
- Social Media Approach
- Email Marketing
- Paid Advertising
- Partnerships & Influencers
- Public Relations

## 6. Marketing Tactics & Timeline

- Pre-Event Promotion
- During Event Engagement
- Post-Event Follow-up
- Detailed Timeline

## 7. Budget

- Marketing Spend
- Expected ROI
- Resource Allocation

## 8. Roles & Responsibilities

- Team Members
- Vendors/Partners

## 9. Measurement & Evaluation

- Tracking Methods
- Reporting Schedule
- Success Criteria

## **10. Appendix**

- Supporting Documents
- Sample Assets
- Contact List