

Event Promotion Content Planner

Event Name

Enter event name

Event Date

Location

Enter location

Objective

What do you want to achieve?

Target Audience

Describe your audience

Key Message

Main message to convey

Content Ideas

List possible promotional content ideas

Promotion Channels & Schedule

Channel	Content Type	Publish Date	Status
E.g. Instagram	E.g. Image, Story		Select
			Select
			Select

Additional Notes

Other considerations, ideas, or reminders