

Event Marketing Activation Strategic Plan Template

1. Event Overview

Event Name:

Event Date(s):

Event Location:

Event Description:

2. Objectives & KPIs

Primary Goals:

Key Performance Indicators:

3. Target Audience

Description:

Key Segments:

4. Event Activation Strategies

Pre-Event

On-Site / During Event

Post-Event

5. Key Messages & Content

6. Marketing Channels & Tactics

Channel	Tactic	Owner	Timeline

7. Budget Overview

Item	Estimated Cost	Notes

8. Timeline & Milestones

Milestone	Deadline	Responsible

9. Measurement & Evaluation

Evaluation Method:

Reporting Schedule:

10. Additional Notes

