|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
| **Event Name** |  | | | | |
| **Event Date** |  | | | | |
| **Time(s)** |  | | | | |
| **Location** |  | | | | |
| **Background**  How did this event start? Is it a one-off or regular occurrence? Does it have a community, charity or commercial focus? |  | | | | |
| **Event Description**  Briefly describe what will be happening |  | | | | |
| Objectives  Identify the primary objectives of your event. What are you trying to achieve? | Objectives should be measurable. Examples might be: ‘to raise at least $X towards a project’; ‘to provide an opportunity for young people to display their musical skills’; ‘to help foster a better understanding of ethnic groups in our community’ etc. | | | | |
| Target Audience  Describe the type(s) of people who will attend your event and who you will be targeting. | 🞏 Male 🞏 Female 🞏 Single 🞏 Males 🞏 Families 🞏 Couples  🞏 Under 18 🞏 18-24 🞏 25-39 🞏 40-54 🞏 55+ 🞏 All  **Other audience information:** | | | | |
| **Strategies**  Identify 3-5 strategies that will be used to achieve the event objectives.  Eg…:  Advertising Community Involvement Event Appeal | 1.  2.  3.  4.  5. | | | | |
| **Key Messages** | -  -  -  -  -  - | | | | |
| **Event Promotion:** Provide an overview of the measures you will use to implement your marketing strategies. | | | | | |
| **Budget**  Develop a marketing and promotion budget for your event. What percentage of your overall event budget should/can be allocated to this?  For more detail, see the budget spreadsheet (at the back of this document) | **Promotional budget**  Evaluate how much money you need to get the event up and running. How much has been allocated towards marketing? Do you already have sufficient funding, do you expect to pay out of profits - or do you need to seek grants or sponsorship? | | | | |
| **Estimated Expenditure:**  Consider the costs of things such as printing, signage, paid advertising, photography and other promotional material, etc. | | | | |
| **Estimated Income:**  Consider income from all likely sources – eg: grants, sponsorship, ticket sales, donations, sales of food and beverages. | | | | |
| **Market Research:** Market Research is an important part of your event planning, especially if this is the first time the event has been held. You may want to undertake a survey or other research to determine the likely success of the event. If it’s not a new event, refer to previous data. | | | | | |
| **Market Research**  Market Research is an important part of your event planning, especially if this is the first time the event has been | **Economic impact**  How many people are likely to attend your event? Who are they, origin of the spectators (i.e. local people only or non local?) How much $ value will the event contribute to the local economy? Will participants and spectators stay in paid accommodation? | | | | |
| **Social impact:**  How will participants and the general community perceive the event? Will the event contribute to better community relations, community pride, healthy living, cultural value, and other social benefits? | | | | |
| **Environmental data:**  Will the event have any impact on the environment? Energy usage at the event - strategies to encourage renewable energy. Will your event use sustainable (waste) practices i.e. Waste management, reduction of carbon footprint, etc. You could make the following PA announcements, eg every hour during the event.  *“We at (event name) are trying to help the environment by hosting a waste-wise event. So, before you dispose of waste, check the signs at the recycling stations and place rubbish in the correct bins. Do your bit for the environment today and remember to recycle wisely”.* | | | | |
| **Risk Management:** While your overall event plan will include a risk assessment, you also need to evaluate risks associated with your marketing and promotion. When developing your marketing material, make sure you refer back to this list. | | | | | |
| **Risk Management**  While your overall event plan will include a risk assessment, you also need to evaluate risks associated with your marketing and promotion. When developing your marketing material, make sure you refer back to this list. | **Accuracy of Information**  *Eg…sign plan – identifying how signs will be erected and dismantled in accordance with safe work practises.* | | | | |
| **Ability to meet promises of service.** | | | | |
| **Information about contingencies, e.g. weather risks, i.e. signage implementation and management on days of extreme windy conditions. Please see Singleton Council Weather Contingency Plan template.** | | | | |
| **Monitoring:** Identify the steps you will undertake to evaluate the success of your event.  Your success should be measured by things such as meeting your objectives, promotion, publicity and media attracted by your event. Other achievements and how well you managed any problems that may have occurred. | | | | | |
| **Event communication budget** | | | | | | |
| **Item** | | **Quantity** | **Cost per Unit** | **Total** | **Notes** | |
| **INITIAL** | | | | | | |
| Brand development | |  |  |  |  | |
| Photography | |  |  |  |  | |
| **TOTAL Design Costs** | |  |  | **$** |  | |
|  | |  |  |  |  | |
| **COLLATERALL** | | | | | | |
| Postcards | |  |  |  |  | |
| Posters | |  |  |  |  | |
| Brochures | |  |  |  |  | |
| Programs | |  |  |  |  | |
| **TOTAL Collateral Costs** | |  |  | **$** |  | |
|  | |  |  |  |  | |
| **WEB** | | | | | | |
| Website | |  |  |  |  | |
| Social media | |  |  |  |  | |
| **TOTAL Web Costs** | |  |  | **$** |  | |
|  | |  |  |  |  | |
| **PAID ADVERTISING** | | | | | | |
| Newspapers | |  |  |  |  | |
| Magazines | |  |  |  |  | |
| Television | |  |  |  |  | |
| Radio | |  |  |  |  | |
| Signage | |  |  |  |  | |
| Direct Mailings | |  |  |  |  | |
| Other | |  |  |  |  | |
| **TOTAL Advertising Costs** | |  |  | **$** |  | |
|  | |  |  |  |  | |
| **MERCHANDISE** | | | | | | |
| Caps | |  |  |  |  | |
| T-shirts | |  |  |  |  | |
| Other | |  |  |  |  | |
| **TOTAL Merchandise Costs** | |  |  | **$** |  | |
|  | |  |  |  |  | |

| **EVENT COMMUNICATION TIMELINE** | | | | |
| --- | --- | --- | --- | --- |
| **ACTION** | **DATE** | **RESPONSIBILITY** | **EXPECTED OUTCOME** | **STATUS/ WHEN** |
| **NOTIFICATIONS** | | | | |
| Event Notification |  |  |  |  |
|  |  |  |  |  |
| **GENERAL COMMUNITY** | | | | |
| Posters/Flyers – eg John street shop fronts  Council offices |  |  |  |  |
| Website Events and event layout |  |  |  |  |
| Social media advertising Facebook/twitter |  |  |  |  |
| Radio |  |  |  |  |
|  |  |  |  |  |
| Accessible Considerations |  |  |  |  |
|  |  |  |  |  |
| **COUNCILLORS** |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **MEDIA** | | | | |
|  |  |  |  |  |
|  |  |  |  |  |
| **BUSINESS** |  |  |  |  |
|  |  |  |  |  |
| **STAKEHOLDER NAME/ ORGANISATION** |  |  |  |  |
|  |  |  |  |  |

|  |  |
| --- | --- |
| **Evaluating your marketing and promotional campaign** | |
| **Objectives:**  Did you meet, exceed or miss your targets for attendance, funds raised etc? |  |
| **Issues**  Note any incidents that impacted on your marketing and promotion campaign: eg: missed deadlines, material for letter-box drops dumped, advertisements not appearing etc. |  |
| **Paid Press Advertising**  List all paid press advertisements |  |
| **Web and Social Media promotion**  List all promotions, noting the reach for social media activities |  |
| **Number of articles published in the Print Media?**  List where and when the articles appeared – were they ‘advertorial’ or genuine news stories arising from your PR campaign and events promotional activities |  |
| **Paid Radio Advertising**  List all paid press advertisements |  |
| **Number of free mentions on radio**  Note any interviews, free plugs or event endorsements |  |
| **Direct Mail / Letter-box drops**  Describe any direct mail campaigns or letter-box drops used to promote your event. How many items were distributed, where and when? What was the response? |  |
| **Flyers/Brochures**  Describe the fliers or brochures used to promote your event. How were they distributed? Were they positively received? |  |
| **Signs**  Describe the signs used to promote your event. Where was it located? How long was it in place for? Can you estimate the value or impact or your event as a result of the signage? |  |
| **Posters**  Describe the posters used to promote your event. Where were posters used? Were they effective in attracting interest in your event? |  |
| Promotion, Publicity and Media  Overall, how did this contribute to the overall success of the event? |  |
| Lessons Learned:  What might you do differently next time?  What didn’t work as well as you had hoped? |  |