

EVENT MARKETING GUIDE

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EVENT MARKETING GUIDE

This Guide is designed to help you step through the process of marketing and promoting your event. It has been designed to help you understand the principles of marketing and to create a plan for action.

MARKETING 101

In the context of events, marketing is the process of connecting with people and inspiring them to take action (purchase a ticket or come to your event). It's about building relationships with people and ensuring you have the processes in place to make it easy for them to take that action.

Your target audience

We can't be all things to all people, so it's important that you can clearly describe the group of attendees who will be most interested in attending your event. If you've organised similar events in the past, you will already have some rich data to mine.

TAKE ACTION:

Identify your 'ideal event patron' in as much detail as possible – as if he or she was a singular person. Where do they live? How old are they? What things do they care about? What are their interests and hobbies? What is their profession and income level?

Tip: ABS and local government data can help fill in the gaps.





Benefits before features

To reach our ideal event patron, we need to understand what's in it for them. To do this, we need to create our marketing messages around the benefits of our event (ie why it matters to our customers) instead of on the features of our event (aspects of the event that might be descriptive or technical in nature). In short, features describe the 'what', benefits describe the 'why'.

The best forms of marketing will demonstrate how your event does one or more of these things for your attendees:

- Meets a need
- Solves a problem
- Fulfils a fantasy or a wish

TAKE ACTION:

What are the benefits of your event to your target audience?

How does your event meet a need, solve a problem or fulfil a fantasy for your target audience?

Knowing these things will help you create clear, compelling marketing messages that are focused firmly on your target audience.

THE 5 Ps OF MARKETING

- **Product** (the event experience – how you can make it amazing?)
- **Price** (the cost to your customers in terms of their time and money)
- **Place** (the venue, the day/time of the event)
- **Promotion** (how and what you communicate and to whom)
- **Positioning** (what's unique about your event?)

Deciding or knowing these things help you choose the right marketing strategy for your event. Each of the 5Ps are within your control, but they are also subject to what your target audience expects.

TAKE ACTION:

Identify each of your 5Ps. Do they align with your patrons' expectations of your event? If you don't know, how can you find out? Examples might be surveys, focus groups, metrics from previous events, etc.

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CREATE YOUR MARKETING PLAN

Step 1: Know your event's 'why'

Why are you staging the event in the first place? What do you hope to achieve? Knowing your 'why' will help you create powerful marketing messages and keep a more strategic focus.

Step 2: Know your marketing goals

- Generate a buzz?
- Boost awareness of your event?
- Generate ticket sales?
- Attract sponsorship?
- Attract participation?

Pro tip: How will you measure your goals? Common metrics include things like ticket sales; sponsorship levels; entrant numbers; website traffic; social media followers; use of event hashtag; media coverage; event app downloads; community impact; merchandise sales, etc.

Step 3: Create a marketing team

Identify the people who will be creating, driving and delivering your marketing. What skills do they each bring to the process? Ensure each task in your marketing plan is assigned to a person.

Step 4: Assign a budget

Understand from the outset exactly what resources (human and financial) you have at your disposal to market your event. This will determine the types of marketing activities you can afford.

Step 5: Create your marketing plan

This is the fun and creative part! There are no 'right' ways to promote or market your event. Your options are limited only by your resources and your imagination.



HERE ARE JUST A FEW IDEAS...

Before the event

- Appoint an event spokesperson or ambassador who will be the 'face' of your event
- List your event on all the free online directories you can find
- Update/upgrade all your social media profiles
- Create an event website (include bios of performers; booking page)
- Choose 1 or 2 social media platforms to master. These should be the platforms your target audience most often uses
- Choose your hashtags #
- Network at similar events
- Create a sponsor prospectus
- Develop an e-newsletter to send to previous attendees
- Use testimonials from previous events
- Create content (eg blog posts, newsletter articles, etc.) that is thought and valuable to your audience
- Tell stories about real people
- Write media releases
- If budget permits, plan your advertising

- Create flyers, posters, postcards, bookmarks, etc
- Promote early bird or group bundle tickets
- Create branded signage (eg directional signage, entrance signage, booth signage, etc)
- Acknowledge your sponsors and supporters
- Issue a 'Last Call' – final blast of emails, social media posts, texts, etc. just prior to your event

During the event

- Capture attendee/participant details (email address) so you can communicate with them after the event
- Engage a professional photographer to capture your event
- Promote your hashtags and encourage widespread sharing
- Take care of your on-site sponsors
- Use live video and Facebook live
- Consider investing in a geofilter
- Get busy with social media – your own, but also engaging with others
- Promote your next event
- Acknowledge your sponsors

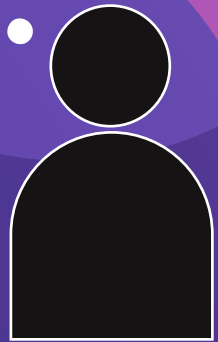
After the event

- Issue an attendee survey (great for testimonials and constructive feedback)
- Thank and acknowledge your sponsors
- Issue a post-event media release
- Send a post-event e-newsletter celebrating the event
- Sort your image library for ongoing marketing
- Assess and measure. What will you do differently next time?
- Plan how you'll keep in touch with patrons/attendees until the next event (eg e-newsletter, taster events, social media, etc)
- CELEBRATE!

TAKE ACTION:

As a team, brainstorm creative ways to promote and market your event. Then create an action plan. Counting back from the date of your event, schedule in every activity that you will undertake, ensuring somebody is responsible for each activity.

A FEW FINAL THOUGHTS



- Invest in professional photography and design if you can
- Shift your mindset from 'selling' to 'connecting' with people
- Pay attention to all your 'touch points' – the points at which your customers will connect with you (eg website, advertising, social media, ticket purchasing, event notifications, etc.) Are they all consistent and are they all providing an exceptional customer experience?
- It's always a good idea to make a plan for when things go awry. With your team, brainstorm all the things that could possibly go wrong and plan how you will deal with them and, importantly, how you will communicate with your team, your sponsors and your attendees

EVENT MARKETING CHECKLIST

- Do you understand your event's "why"?
- Have you identified your ideal event patron (target audience)?
- Do you understand how your event meets a need, solves a problem or fulfils a fantasy? And are you able to create some clear marketing messages around this?
- Have you articulated the benefits of your event?
- Have you identified your 5Ps (Product, Price, Place, Promotion, Positioning) and are they consistent with what your audience expects?
- Have you identified the budget and other resources available to you?
- Have you created your event marketing team (and appointed a leader)?
- Have you identified your measurable marketing goals?
- Have you brainstormed ideas to market and promote your event?
- Have you created your detailed action plan, noting who will do what and when?
- Have you appointed an event spokesperson or ambassador?
- Have you checked each of your 'touch points' to ensure they are consistent and offer an excellent user experience?
- Do you have a communications plan in case things go wrong?
- Do you have a system in place to capture data (eg event attendees, entrants, participants, etc.)? You can use this to promote next year's event.
- Have you engaged an official photographer to document the event?

NOTES:



WARRNAMBOOL
CITY COUNCIL

LET COUNCIL PROMOTE YOUR EVENT

Step 1 – Register your event on the Council Calendar

www.whatson.warrnambool.vic.gov.au/register-your-event

TIP : List Early and use square images

Step 2 – List your event on the Australian Tourism Data Warehouse (ADTW)

www.atdw.com.au

TIP : Photograph to be images only – No Text, Logos or Graphics

Step 3 – Send us your content – email:
events@warrnambool.vic.gov.au & tag: #iamwarrnambool