

## Effective Marketing: Events

For successful event planning follow this checklist:

- Decide how your event will help you meet your aims and objectives in marketing your project.
- Set dates and times for the event. For this you must consider. The availability of key contacts, the availability of your audience and any other events that may clash with yours. At this stage place details of your event on Microsoft Exchange - so that other staff members are aware its taking place.
- Set a budget and stick to it. Take into consideration direct mailing, catering, hiring of equipment/location and expenses. Dependent on organisational policy, seek out relevant sponsorship from local business.
- Draw up a rough timetable for your event this will help you when booking the venue. Ensure you receive written confirmation that the venue has been booked. If you haven't held an event at this venue before a recce' (site visit) will be important. You will have to lay out the setting making best use of space for any seminars/exhibitions taking place.
- Re-establish contact with your key contacts - those who will be taking part in the event. Let them know when the event will take place and brief them on the background to the event and who will be attending.
- Now you can start to produce publicity material for the event. In order to market the event you need to consider the following:

**When** the event is taking place?

**Who** will be attending? Is it an open event or by invitation?

**Where** its taking place?

and **Why** you have organised it.

Answering these questions will help you decide the tools and activities for correctly marketing the event.

## Effective Marketing: Events

### Other points to consider:

- Another important aspect to consider when designing your publicity is to make it as appealing as possible. A good way to look at it is by looking at how 'products' are advertised in the press or on TV.
- **SELL THE BENEFITS!!!** Give your audience a reason to attend.. what will they gain... what key messages will you be conveying. Sell the added value of coming along and taking part. Be snappy and creative. Try out some ideas on colleagues from other departments. Get them to tell you what the event is about - this should help you understand how successful your marketing is.
- Once the procedures have been followed (see tools and activities) send out publicity material. Include an RSVP where appropriate - ensure that they reply at least 2 weeks before the event. This will allow you to drum up some additional support before the event takes place.
- Confirm numbers with the venue and caterers... at this stage there is enough time to down-size your order or increase as appropriate.
- Compile your plan for the event. Always have a back-up just in case a key contact is unavailable at the last moment.
- On the day of the event, take photos and get comments from those taking part... its excellent publicity for your press release highlighting the day in question! Evaluating the effectiveness of your event will allow you to plan further events in future.

For further information on effective marketing contact:

Marc Tierney - [marc.tierney@pavs.org.uk](mailto:marc.tierney@pavs.org.uk)

