

Event marketing plan example.

	Event -5/6 weeks	Event -4 weeks	Event -3 weeks	Event -2 weeks	Event -1 week/1 hour	During the event	Event +1 week/1 hour	Event +2 weeks
WEBSITE	Event website set live, including the registration form Announce event on your website if there is a relevant section		Update website with teaser content, but make it available to access to registered users only			Update to 'we're now live - register now to join us'	- Update to offer chance to register and watch back to those that missed it - Add the speaker note(s) / presentation Update company website with link to video to register and watch back	Offer the value added content to the website, also behind the registration form
EMAILS	Internal lists: Email announcing the event and inviting registration	Internal lists: New email, include speaker details to raise interest		Internal lists: Extra email emphasising why the event shouldn't be missed.	Internal lists: Last chance to register email		Event attendees: - Experience Value Score email (immediately after the event) - Video to watch webinar back (1 day after) - Added value content eg speaker notes/ presentation (4 days after)	Event attendees: - Send a 'Your Questions Answered' email with speaker answers to questions there wasn't time to deal with during the event
			Event registrant reminder email: Include a link to the new teaser content	Event registrant reminders email: 7 days before the event. Reinforce the value of the content the event will include.	Event registrant reminders emails: - 1 day before the event - 1 hour before the event starts		Event registrant no-shows: - Sorry you missed it, you can still watch the video back (as soon as the video is available)	Event registrant no-shows: - Reminder still video still available to watch, plus mention the extra content now included
TEXT MESSAGES					Reminder the event is starting in 1 hour with a link	Reminder to those that registered but haven't logged on		
SOCIAL MEDIA	Company SoMe: Announce event on your accounts Team SoMe: Ask your colleagues to post about the event on their SoMe, where relevant (eg LinkedIn) Speaker SoMe: Ask any external speakers to announce the event on their SoMe channels		Company: Prompt that teaser content available to registered users	Company: Don't miss out post Team: Reminder the event is coming soon so register now Speaker(s): Further prompt to their audience to register	Company: Last chance to register post	Company: We're live! Join us now + live reporting on different channels	Company: Watch back the video post Team: Watch back the video post Speaker: Watch back the video post	Company: Get the extra content post Team: Get the extra content post Speaker: Get the extra content post
PAID ACQUISITION	Start preparation of ad campaigns and creatives	Launch paid acquisition campaigns on selected channels		Make refinements based on the campaign data so far	Update campaigns to add 'final chance to register' urgency			
OTHER CHANNELS AND TASKS	Announce the event to other relevant channels where you have a relationship				Reminder to other channels the event is coming very soon		Contact other channels with a link to the event video Post-event retro 4 days after the event	

