



Country Victoria Events Program

MARKETING PLAN TEMPLATE

This template is intended to guide Event Organisers when preparing a Marketing Plan for tourism related events in regional Victoria. All funding applications via the Country Victoria Events Program require a evidence of a Marketing Plan. Applicants may choose to use this template or develop their own format.

STAGE 1 – MARKETING PLAN SUMMARY

Event Name:			
Event Date:		Location:	
Event Description: Brief description using one to a couple of sentences that best describes the event			
Objectives: Identify 3 –4 goals for the event / what are you trying to achieve by holding the event. Objectives should be measurable.			
Target Audience: Describe the type of people who will be attending the event (or the type of people you	<i>Male / Female:</i> <i>Age Group:</i>		

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<p>will be promoting the event to).</p>	<p><i>Income bracket:</i></p> <p><i>General Profile: What they liked to do in there spare time, type of work, things they enjoy, passive or active characteristics. Public / stakeholder/ politicians, community, etc:</i></p>
<p>Branding Checklist:</p>	<p><i>Do we have a clear name for the event? Is it easy to <u>say</u> and <u>read</u>?</i></p> <p><i>Is there a strong logo design consistently used or does this need fixing?</i></p> <p><i>Do we need or have a positioning statement/slogan to use with the logo?</i></p>
<p>Market Research</p> <p>Identity how the market research will be conducted to measure the success of the event. The result can then be used to determine if the Event Objectives have been achieved, identify areas of improvement, help you understand your visitors better and rework the event concept and activities / marketing accordingly.</p> <p>Refer to Market Research Template</p>	<p><i>Visitor numbers:</i></p> <p><i>Type of people who attended:</i></p> <p><i>Where they came from:</i></p> <p><i>How long they stayed:</i></p> <p><i>Other activities they participated in while in the region: (This will help show the flow on effect the event has for the region):</i></p>
<p>Marketing Strategies</p> <p>Identify 3 –5 strategies that will be employed to achieved the event objectives.</p>	<p><i>For Example:</i></p> <ol style="list-style-type: none"> <i>1. Encourage media coverage of the event</i> <i>2. Ensure general public are aware of the event (outside the region)</i> <i>3. Ensure the local community are aware of the event</i> <i>4. Identify and develop partnership/sponsorship opportunities</i> <p><i>For each of these strategies, detail the action(s) that will be applied including timelines, responsibilities, budget, target audience, distribution, priorities and</i></p>

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	<p><i>status report.</i></p> <p><i>Attach a Marketing Plan Actions Chart.</i></p>		
<p>Evaluation Identify the steps that will be taken to evaluate the level of publicity and its level of contribution to the success of the event?</p>	<p><i>Number of Articles in Print Media:</i></p> <p><i>Number of mentions on radio:</i></p> <p><i>Number of appearances on TV:</i></p> <p><i>Number of Flyers shifted:</i></p> <p><i>Number of Posters shifted:</i></p> <p><i>Number of hits to website</i></p> <p><i>Number of calls received at appointed call center requesting more information about the event</i></p>		
<p>Marketing Budget Set three marketing budgets which can be pruned, added to and adjusted later and put a comment in to explain.</p>	<p><i>Not always fixed when you start planning because of e.g Waiting on sponsorship, Ticket sales estimate, first time event etc. Events that have happened before should have a reasonable 'ball park' amount to work with.</i></p>		
	<p>Mark 1</p>	<p>Mark 2</p>	<p>Mark 3</p>

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STAGE 2 - THE PROMOTIONAL / WORKING CALENDAR

Name of Event:	
Date/s of Event:	

Identify the key promotional activities in the 12 months up to and including your event

Month:	Month:	Month:	Month:
Month:	Month:	Month:	Month:
Month:	Month:	Month:	Month:

<u>Suggestions:</u>	Print dates
Media launch/announcement	Tickets on sale
Advertising starts - from to	Volunteers training
Graphic design completed	Events starts - ends dates
Program finalised	Meeting dates

STAGE 3: DESIGNING THE MARKETING PLAN & COSTING IT

Media Advertising

List media applications:	
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	<i>What – list details</i>	<i>Budget \$</i>
Press		
Radio		
Television		
Magazine		
Internet		
Other		
Budget Sub Total: \$		

Printing

	<i>Print Run</i>	<i>Distribution / Timing</i>	<i>Budget \$</i>
Brochure			
Flyer			
Poster			
Other			
Budget Sub Total: \$			

Promotional Signage

	<i>Location / Audience</i>	<i>Timing</i>	<i>Budget \$</i>
Banner			
Boards			
Billboards			
Electronic			
Budget Sub Total: \$			

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Publicity/Promotion

	<i>Timing</i>	<i>Distribution / Target</i>	<i>Budget \$</i>
Media launch (Concept/structure)			
Media releases (Give it a name or theme) a: b:			
Media guests/journalists to event			
Other opportunities			
Budget Sub Total: \$			

Other infrastructure/support mechanisms to consider

	What – list details	Budget
Website		
Photography of event		
TV Footage		
Research		
Media guests/VIP's		
Merchandising souvenirs		
Graphic design costs		
Other/contingency		
Budget Sub Total: \$		

TOTAL BUDGET ESTIMATE \$

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Helpful Hints

Following are some suggested marketing actions that you may wish to adapt and include in your own marketing action plan.

1. PROACTIVE MEDIA

a) Planning

- Develop a Media Plan identifying which media will be targeted and the type of information they will be supplied with
- Develop standard media kits to be mailed out prior to the event to key media including:
 - event outline
 - program of events / highlights
 - photo dupes, story leads
 - call to action

b) Editorial

- Follow up mail out of media kits with phone to try and generate free editorial, mentions, etc
- Identify industry journals/magazines to place event related promotional articles. E.g. Go camping, Outdoors. Develop story leads, photos, dupes, etc.
- Provide event information to all relevant event free listings in metro Melbourne. Fax through event details to What's on columns for 8 weeks prior to the event - send follow up reminder 2 weeks prior. Send out info earlier where required.

c) Radio

- Promote the event of regular What's On radio segments
- Secure radio interviews with stations known for promoting events and tourism (eg. 3LO, 3AW, Tourism Radios)

d) Television: Identify story leads for 'infotainment' shows such as 'Healthy, Wealthy and Wise', 'Getaway' and the 'Great Outdoors' ensuring a link with the Albert Park Event.

e) Media Partnerships / Sponsorships

- Develop an exclusive relationship with one major media avenue

f) Media Releases / Alerts

- Develop and distribute a one page Media Alert on the event one week prior to the event
- Develop and distribute a media release to all media 1 - 2 days prior to the event.

g) Monitoring: Regularly monitor articles and positive coverage related to the event. Maintain a comprehensive record of the \$ value (per col. cms) and hard copy of all articles for post event evaluation and reporting to sponsors.

PAID ADVERTISING

- Determine budget availability and then allocate funds to appropriate advertising mediums (e.g. radio, television and paper). Remember most not-for-profit groups will be eligible for free airtime on television under the community announcements proviso)
- Develop a print ad for placement in the major metro and/or local papers and industry publications and schedule placement.

PUBLICATIONS

- a) **Newsletters:** Create a series of standard articles with supporting images and Include regular features in local and regional visitor, industry and community newsletters highlighting
- the event,
 - ways to become involved,
 - program content
 - invitation to attend
 - its progress / success.

PROMOTIONAL COLLATERAL

- a) **Branding:**
- Develop a logo for the Victoria's Parks Festival. From that, build a style or look for the event.
- b) **Pre Event Flyers:**
- Develop pre event flyers promoting the event details, location map, program highlights, sponsors and supporters line, call to action. Enlist the support of a community group to assist in mail outs / leaflet drops.
- c) **Posters:**
- Develop eye-catching posters promoting key details about the event (date, location, time and program highlights. Position in high profile locations such as shop windows, Visitor Information Centres, etc.
- d) **Promotional Signage:**
- Develop appropriate banner or other signage. Position at high profile pedestrian or vehicle points.
Note: Signage placed near a roadway, must first be approved by Vic Roads and/or the Local Government.
- d) **Industry Briefings:**
- Ensure relevant Regional Visitor Information Centres and Local Government Officers obtain an Brief Parks Victoria Information Centre staff at two stages prior to the event.
1: 2 months out
2: 4 weeks out
- f) **Point of Visit Information:**
- Ensure major visitor information shelters and centers have information available for distribution.
 - Request information centres to include a flyer in already planned mail outs.
- g) **Website Promotions:**
- Establish an event website or, create a link on a host website Promote 2000 event, date, location, detailed program and proposed future event date(s).
 - May need to be updated on a monthly basis as activities are confirmed.
 - Ensure event is listed on the Tourism Victoria visitor website and recreate hotlinks.
- h) **Messages on Hold:**
- Include a grab about the event on any on hold facilities at local tourism centers, event management offices, information hotlines, etc.
- i) **Event Program:**
- Produce a quality event program. Consider inserting into a local or metro paper up to one week prior to the event.

DON'T FORGET to send thank yous promptly after the event completion to those people / bodies that assist in the promotion of the event (paid and unpaid).