



NOOSA COUNCIL

EVENT MARKETING PLANNING

On a shoestring

Objectives



Know exactly what you want to achieve:

Strategic — e.g. Attract lots of parents with primary school age students to Sign On Family Fun event and start positioning this sporting club as the best club for kids in Noosa and think how we use the event

Measurable — e.g. sign-on 100 members and 20 volunteers

Achievable — Set yourself up to succeed. e.g. already popular with solid membership & volunteers

Realistic — eg. enough pens and volunteers, it will be a well run event and we have the facility for online memberships as well

Time Bound — have a start and end point eg. within one month post the event

Internal Audit - SWOT



Strengths & Weaknesses

For example:



Strengths :

Human – experience/talent with events, marketing, public speaking.
Event has been run in the past – we have learned. We can offer the chance to win a free membership with lots of benefits.

Databases for email streaming, phoning.

Social media: Facebook page, Twitter.

Hardware: Computers, laptops, phone, tablets.

Weaknesses: no \$s available for advertising or promotion, poor venue

External Audit - SWOT



Opportunities & Threats

For example

Opportunities:

No competing events, unique event, club is well respected in the local sport and has the 2nd biggest membership base (Council Website)

Threats

Other competing clubs have sponsors , better locations, may attempt to ambush this event

S.W.O.T – Summarise key points

For example

Good skills & hardware, a unique event and no competing events but a poor location (low traffic and low visibility) and no Money



Event Marketing Plan



Unique Selling Proposition(USP) –

The only free family fun day sign-on event for this sport in Noosa where people have the chance to win a free membership.

Focus on what makes your event unique and attractive to your target market

Target Market : Parents of children of xxx age group in XXX geographical area who are interested in XXXX (sport)

What is in it for me (WIIFM) – eg. A chance to win a free annual membership, free sausage sizzle, 10% discount, free bouncy castle, \$1 beers, kids games.

Event Marketing Plan



Key Messages & Imagery:



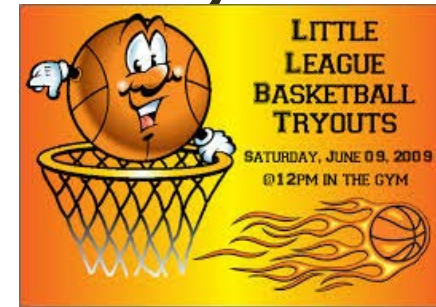
1. Keep in mind WIIFM
2. Keep It Simple Stupid (KISS – 5-7 words for signage and posters)
3. 1-2 messages is plenty
4. Include a Call to Action – what do you *most* want them to do?
5. Think of tone (happy , upbeat)
6. Images or graphics - think attention-grabbing, appropriate, attractive

Event Marketing Plan



Marketing Channels (how do we reach our target audience?)

Stick to being very specific to what you know your target market *may* see.



- **Signage** – think of timing, legality, type of signs, 2-3 seconds
- **Newsletters** – investigate all the newsletters that your target market might read where you can advertise or write a short notice
- **Free ads** – Community radio, newspaper community notices
- **Editorial** – press releases (Nathan will tell you how)

Event Marketing Plan



Marketing Channels Continued...

Social media – search on Facebook/Twitter/Instagram for relevant groups where you can post as short advertisement. Ask people to share.(more from Helen)



Email streaming – use your own databases and ask people to forward to friends and family

Website – if you have one, use it, think how can I drive people to it for more information, how accessible is it?

Think – We have to reach them 4 + times for them to become *aware*. For them to take action, we need more & a call to action. Be innovative and quirky to gain attention – eg, Crumpler

Event Marketing Plan



- **Timing** — think strategically for each marketing channel. Eg. Regular Facebook posts to remind people, signage may be best only on the day or up to 3 days before, when do you put in your press release?
- **Delivery** – Deliver on the promise – vital
- **Ensure that people can find you** your organisation post the event – website, phone contacts etc, business cards, register at the event
- **Be dedicated to making every whiff a winner** – Collect name, address, phone number, email address
- **Follow up** – press release with photos, pics on social media, thank all suppliers and people who have helped, use the “prize winner” as another media opportunity post the event.



Follow up, Follow up, Follow up



Questions?

