**Event**

Marketing and Operations Plans

# Goals

**SALES GOALS:**

XX paid attendees

XX booths sold, $XXX in sponsorships

**MARKETING OBJECTIVES**

Key targets:

**Marketing Goals:**

* **Xx**
* **Xx**
* **xx**

# Targeted Audiences

**GROUPS TO TARGET:**

* Target 1
  + Sub Target 1
  + Sub Target 2
* Target 2
  + Sub Target 1
  + Sub Target 2

# Conference Dates and Breakdown

Day 1

Day 2

Day 3

Day 4

# Pricing

* Full Conference Registration: $xx per person
* On-Site Registration: $xx
* Pre-Con: $xx
* On-Site Pre-Con: $xx
* Tradeshow Only: $xx

# Special Offers

* Early Bird (dates): $xx per person
* Early Bird Buy 4 Get 1 Free (dates) $xx per person
* Buy 4 Get 1 Free (dates) $xx per person
* Early Bird New Member BOGO $xxx per person
* New Member BOGO $xx

# Hotel Information

Hotel Name

Address

Rate:

Cutoff for reservations

Hotel Reservation Link:

# Meeting Rooms Utilized

* Room 1 and use
* Room 2 and use
* Room 3 and use

# Marketing Tactics

* Email
* Personal Email
* Email Signature
* Calls
* Websites
* Social Media Posts
* Facebook Event
* Mailed Prospectus
* Newsletter
* eProspectus (digital version)
* Postcard
* Blogs

# Messaging & Positioning

Event to be positioned as:

* Education and event info
  + xxx
* Exhibitors, exhibit hall
  + xxx
* New this year:
  + xxx
* Pricing breaks
  + xxxx
* Attendee Comms:
  + Xxxx

Implementation/Frequency

1. Press release
   1. **Month:** Topic
   2. **Month:** Topic
2. Calling Campaigns
   1. **Month:** Topic
3. Mailed Prospectus and eProspectus:
   1. **Month:** Topic
4. Email campaign
   1. **Month:** Topic
   2. **Month:** Topic
   3. **Month:** Topic
   4. **Month:** Topic
   5. **Month:** Topic
5. Social
   1. **Month:** Topic
   2. **Month:** Topic
   3. **Month:** Topic
   4. Facebook Event
6. Blog
   1. **Month:** Topic
   2. **Month:** Topic
   3. **Month:** Topic
   4. **Month:** Topic
7. Website Updates
   1. **Month:** Updates
   2. **Month:** Updates
8. Email Signature
   1. **Month:** Topic
   2. **Month:** Topic
9. Events Calendars
   1. **Month:** Calendar
   2. **Month:** Calendar

# Other Marketing/Collateral Needs

Conference PowerPoint

Exhibitor/Sponsorship Packet/Flier

Conference Program

Nametags

Signage

Staff apparel

# Education

Education Steps

* Create a list of potential speakers
* Create Microsoft Form to gather speaker submissions
* Solicit applications to speak
* Select speakers and sessions
* Confirm speakers and determine date and time of each session
* Obtain photos, bios, session learning objectives, overview paragraph
* Provide presentation background
* Submit Conference for CEUs
* Assist with developing room monitor schedule
* Main contact for Keynotes
* Communicate Focus Details
* Obtain final presentations and handouts
* Arrange presentation needs
* Place session PowerPoint files on session laptops
* Responsible for A/V in education sessions

# Exhibitors and Sponsors

Steps to secure exhibitors and sponsors

* Determine pricing, sponsorship opportunities
* Prepare tradeshow rules and regs packet
* Determine vendors to invite
* Determine how vendors will register and collect payment
* Solicit and select exhibitors and sponsors
* Determine layout of the show floor and assign booths)
* Notify exhibitors and provide exhibit house info
* Double check info from exhibitors for program
* Obtain list of booth staff for nametags

# Operations Activity:

**MONTH**

* Create a list of potential speakers
* Create a form to gather speaker applications
* Discussion Board Post
* Invite speakers
* Review speaker submissions
* Select speakers and sessions
* Obtain speaker collateral
* Determine vendors to invite
* Build and Open Vendor Sponsorship
* Create Attendee registration
* Build and Finalize Schedule
* Review speaker submissions
* Select and confirm speakers and sessions
* Obtain speaker collateral
* Provide presentation background to speakers
* Build and Open Vendor Sponsorship and Exhibitor registration
* Build and Finalize Attendee Registration
* Solicit Exhibitors and Sponsors
* Opportunities: Create in CRM
* Calls begin

**MONTH**

* Finalize schedule
* Submit Conference for CEUs
* Solicit vendors for exhibiting and sponsoring
* Calls
* Discussion Board Post

**MONTH**

* Solicit exhibitors and sponsors
* Finalize Exhibitors and Sponsors, shut down registration
* Notify Exhibitors and Sponsors of deadlines for commercials, any collateral need for buyers guide or sample box
* Calls
* Discussion Board Post

**MONTH**

* Any sample box items due
* Gather and confirm information for Buyer’s Guide is in
* Calls
* Discussion Board Post

**MONTH**

* Continue calls
* Prep Focus meeting materials
  + Note Sheets
  + Attendee lists
  + Create room monitor schedules and host trainings

**MONTH**

* Handwritten thank you notes to speakers, exhibitors and attendees
* Submit conference to ABCOP/BOC \

# Marketing Activity by Month (BASIC)

## Month 1

**Month 2**

**Month 3**

**Month 4**

**Month 5**

**Month 6**