Event Marketing & Media Guide

MARKETING PLAN

An event marketing plan can be an incredibly useful document that details how you will promote your event and who is responsible for each communication channel.

A marketing plan should also include measurements of success, so that you can plan your marketing activities more effectively in the future.

It also becomes the one place to store all marketing information ensuring that all event messages are uniform.

Understanding "Who" your event is

What is your event's unique selling point?

Today's consumers are presented with a plethora of different events to attend. For these consumers to see your event as a 'must do' it must have something that makes it different from everything else out there.

Who is your target audience?

Your target audience will guide your marketing channels, so it is important that you are able to effectively reach this audience, and that you have an understanding of who your audience is and how to reach them.

An effective strategy often used is to develop a 'persona' of your event attendees.

Describe the audience/s that you want to attract to your event. You need to be able to market to these audiences, so make sure that you will be able to reach them through your marketing strategies, and within your budget.

For example:

- *Attendees who live in Melbourne and surrounds who have an interest in food and wine, DINKs (Double income no kids), aged 25-45.*

How are you going to communicate with your target audience?

Investigate how your target audience interacts with marketing channels, are they heavy social media users, print, radio, people who drive past town signs, those that hear from word of mouth?

Develop your event branding.

The above questions create the event brand for you, this should be carried throughout the marketing and design process.

Developing your marketing story

The Media Release

A media release is written content that is circulated to the media, which can generate a feature story or stimulate an interview about an event. A guide to the development of a Media Release is attached as Attachment A.

Tips for writing your media release are:

- Make your headline brief, clear and to the point.
- Keep it short, one page is perfect.
- Proof read it for spelling and grammatical errors.
- Think about your key messages and which media organisations you are targeting, to ensure you are including the most relevant and most interesting information.
- Create a snappy one-line heading and include the most important details in the first few sentences.

The Timeline

The timing of communicating your event information to the local media is key. Busy journalists need enough notice of your event to schedule a story, and a reminder closer to the event helps put your event front of mind for any diary snippets in newspapers or radio segments.

For media such as daily newspapers and radio, with a short lead time, the below timeline is a good guide. (For "long lead" media such as monthly and quarterly magazines, you should first make contact 3-4 months before your event).

Attachment B is an example of how you can use your marketing summary to create a complete marketing timeline.

6-8 weeks before your event:

Write and distribute a media release via email to your local media list. (See Attachment C). If you have a story angle that you think might appeal to a particular publication or outlet, tailor your email with a brief overview of your story idea. Follow up your media release with a phone call to your top targets a day later, but ideally within the week.

4 weeks before your event:

Email a reminder to print media that your event is coming up in the next month, reattaching your media release and offering a succinct descriptor of the event in the body of your email (including key date/time, venue, cost and booking details). Offer to provide a high-resolution image.

2 weeks before your event:

Email a reminder to radio outlets that your event is coming up in the next month, and suggest an event spokesperson or other local personality involved in your event for interview.

Images

You should have a range of 'hero' images that are motivating and tell the story of what your event is. Other suggestions for imagery are;

- Ensure your image is clear, in focus, crisp and sharp.
- Ensure the file is high resolution.
- Label your jpg files clearly. Use the event name, or describe the activity the image is showing.
- Always make sure you have permission to use the photo.
- If your image contains children under 18, make sure you have their parent/guardians written permission.

Tip: Develop an online media kit for easy access.

Develop a media kit for your event, stored online in cloud storage such as Dropbox etc. You should include

readymade content and copy for your event including;

- *A 50 word description of your event*
- *A 200 word description of your event*
- *Images*
- *Video*
- *Logos*
- *Biographies of performers/artists*

This makes it easy for media or others to access your event information and makes it easy for you to direct media to all your marketing content with a link.

Distributing your marketing

Tourism Event Calendars

Create a free event listing on the ATDW (Australian Tourism Data Warehouse). This will provide you with an event listing on the following websites;

- The relevant town website, (i.e. ExploreBeechworth.com.au, ExploreChiltern.com.au, ExploreRutherglen.com.au, ExploreYackandandah.com.au)
- Indigoshire.vic.gov.au
- VictoriasHighCountry.com.au
- VisitVictoria.com

A fact sheet can be found here.

Free online event calendars

A number of local radio stations also have free event listings where you can register your event.

- www.2ay.com.au/forms/submit-event/
- www.edgefm.com.au/forms/submit-event/
- www.hit.com.au/theborder/tell-us-about-your-event
- www.triplem.com.au/theborder/tell-us-about-your-event

Website

Having an up to date website that gives every piece of information someone will need is vital. This is the place where all other media will refer them to learn about the event.

Google Analytics

Installing Google analytics allows you to see how well your site is working and to get statistics on various elements of your website such as page visits, bounce rates and average time visits are spending on your site.

Google Analytics is an essential tool that provides insights so you can make informed decisions about the performance of your website.

Tourism North East recommends viewing this webinar regarding how to use Google Analytics to get a good understanding on how to best use this tool: www.youtube.com/watch?v=WC3ONXJn9FQ.

Sign up for Google Analytics here: analytics.google.com.

Social Media

Social media is arguably one of the most effective marketing elements to reach targeted audiences. When properly implemented, social media has the power to engage your current audience and reach a wider audience. The social sharing aspect of social media also provides your current audience with the ability to share your message and build a new audience through valuable peer recommendations.

You should select social media channels that your event attendees, and target audience are currently using.

Retargeting Ads

Retargeting refers to getting website visitors (not buyers) back to your website. This is done when consumers visit your website an anonymous cookie is dropped. When they are next browsing online ads are generated to entice them back to your website. These ads appear on news sites, Facebook, Instagram and many more. This is a paid service, [Retargeter](#) has a variety of options.

Visitor Information Centres

If you have a poster to display for your event, get in contact with the local Visitor Information Centre to request your poster be displayed.

Beechworth Visitor Information Centre 103 Ford St, Beechworth info@explorebeechworth.com.au	**Chiltern Visitor Information Centre** 30 Main St, Chiltern info@explorechiltern.com.au
Rutherglen Visitor Information Centre 57 Main St, Rutherglen info@explorerutherglen.com.au	**Yackandandah Visitor Information Centre** 37 High St, Yackandandah info@exploreyackandandah.com.au

Evaluate yourMarketing

Once your event is over it is important to evaluate your marketing efforts. The marketing and media template outlines how to do this. By recording the evaluation event to event you are able to see what was worth spending time and money on, what could be done differently, whether you reached your target audience, what other audiences did you reach and so on. It can also be useful to ask your event attendees their demographic information and how they heard about the event using a post event survey.

Attachment A: Developing your Media Release

A media release should convey the most important details of your event and entice the media to cover your story.

<Date>

<Headline>

The headline needs to catch the reader's attention, make it interesting

<Secondary Headline>

A way to give more information without taking away from the main headline

<Lead>

The first two to three lines should explain the
main point. Answer who, what, when, where,
why?
Keep it captivating.

<Body>

- Start with the important information at the top, if the release needs to be trimmed the media will take from the bottom.
- Always write in third person
- Use short sentences
- Use short paragraphs
- Use correctly sourced quotes to keep it interesting.
- Finish the body with a summary of the event and how they can get tickets.

<Boiler Plate>

A paragraph of extra information generally about the organisation or

performer Eg. "John Butler Trio's new album *HOME* can be pre-

ordered now!"
or "Victorian Triathlon Club is now seeking new members, for further information visit"

<End>
This lets media know that the release has finished.

Tips:

- Keep it to one page
- Put on your organisational letterhead
- Make available with motivating images
- Images should be captioned

Attachment A: Developing your Media Release

Attachment B: Sample Marketing Summary

Activity	Platform	Details	When	Who	Quote	In Kind	Cost
Marketing Coordinator		Hire Of			$ 1,000.00		$ 1,000.00
Marketing Assistant		Hire Of				$ 500.00	
Website	wix.com	Update to current event details	8-Mar	Marketing coordinator	$ 250.00		$ 250.00
Social Media	Facebook	Update to current event details	8-Mar	Marketing coordinator			
	Facebook	Create "Event"	8-Mar	Marketing coordinator			
	Instagram	Update to current event details	8-Mar	Marketing coordinator			
Email Campaign	Mailchimp	Send out Campaign 1	20-Mar	Marketing coordinator	$ 219.00		$ 219.00
Online Calendar	ATDW	Create event listing	21-Mar	Marketing Assistant			
Social Media	Facebook	Post photo 3 from social media file	5-Apr	Marketing Assistant			
	Instagram	Post photo 4 from social media file	8-Apr	Marketing Assistant			
	Facebook	Post photo 5 from social media file	15-Apr	Marketing Assistant			
	Instagram	Post photo 6 from social media file	20-Apr	Marketing Assistant			
Programs	Specialty	1000 programs	20-Apr	Marketing coordinator	$ 500.00	$ 200.00	$ 500.00
Radio	2AY	14 x 30 second ads	20-27 Apr	Marketing coordinator	$ 350.00		$ 350.00
Signage	Town sign	Put up	25-Apr	Marketing Assistant	$ 75.00		$ 75.00
Email Campaign	Mailchimp	Send out campaign 2 - Competition	30-Apr	Marketing coordinator			
Social Media	Facebook	Post Campaign 2 - Competition	10-Apr	Marketing Assistant			
	Instagram	Post Campaign 2 - Competition	10-Apr	Marketing Assistant			
Radio	2AY	14 x 30 second ads	30 Apr - 5 May	Marketing coordinator	$ 350.00		$ 350.00
Social Media		Post Campaign 2 - Competition Reminder	4-May	Marketing Assistant			
Social Media	Facebook & Insta	Post Competition Winners - Photo 7	7-May	Marketing Assistant			
Newspaper Story	Border Mail	Story regarding event	8-May	Marketing coordinator			
Newspaper Ad	North East Media	Ad with logo	10-May	Marketing coordinator	$ 300.00		$ 300.00
Email Campaign	Mailchimp	Send out campaign 3 - Last Chance	10-May	Marketing coordinator			
Social Media	Facebook	Post photo 8 from social media file	11-May	Marketing Assistant			
	Instagram	Post photo 8 from social media file	12-May	Marketing Assistant			
Day of Event 13 May							
Coordinate with media				Marketing coordinator			
Ensure photos are being taken in line with brand				Marketing Assistant			
Post Event							
Social Media	Facebook	Post new photo & Thankyou	15-May	Marketing Assistant			
	Instagram	Post new photo & Thankyou	15-May	Marketing Assistant			
Email Campaign	Mailchimp	Campaign 4 thankyou & survey	17-May	Marketing coordinator			
				Total	$ 3,044.00	$ 700.00	$ 3,044.00
				Budget	$ 3,500.00	$ 250.00	$ 3,500.00
				Variance	$ 456.00	-$ 450.00	$ 456.00

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Attachment C: Local Media Contacts

	Organisation	Name	Role	Email
Radio-Commercial	2AY Albury 1494		News Room	news@radio2ay.com.au
	ABC Goulburn Murray 106.5FM		General Contact	Alburywodonga.regional@abc.net.au
	102.1 Edge FM & 3NE		News Presenter	news@edgefm.com.au
	Triple M 105.7 The Border		News Room	Southernnews@scmedia.com.au
	Triple M 105.7 The Border		Breakfast Producer	breakfast@theriver.com.au
Radio-Community	2REM 107.3FM		Albury Community Radio	admin@2rem1073fm.com.au
	Indigo FM		Indigo Shire Community Radio	info@indigofmradio.com.au
	Oak FM		Wangaratta Community Radio	Oakfm1013@optusnet.com.au
Newspapers	Border Mail		News Room	newsroom@bordermail.com.au
	Border Mail	Jodie O'Sullivan	Border Mail Weekender	Jodie.osullivan@bordermail.com.au
	Wangaratta Chronicle		Editorial Email	Edit.chronicle@nemedia.com.au
	Ovens and Murray Advertiser	Leah Tindill	Editorial	ltindill@nemedia.com.au
	Albury Wodonga News Weekly	Erin Somerville	Editorial	Erin.somerville@awnw.com.au
Websites	Border Café	Kylie King	Journalist, Director	contact@bordercafe.com.au
Paid Local Tourism Magazines	What's On – Corowa Free Press			advertising@corowafreepress.com.au
	Out and About- The Border Mail	Vanessa Hayden	Published Quarterly	Vanessa.hayden@fairfaxmedia.com.au
	North East Tourist News	Tarry Harding	Regional Manager	tharding@nemedia.com.au
Local Tourism Contacts	Indigo Shire Council		Tourism Industry & Events	info@indigoshire.vic.gov.au
	Beechworth Visitor Centre			info@explorebeechworth.com.au
	Chiltern Visitor Centre			info@explorerutherglen.com.au
	Rutherglen Visitor Centre	Nadine Simpson		nadine@rutherglenvic.com
	Yackandandah Visitor Centre	Rod Millichamp		Rodney.millichamp@indigoshire.vic.gov.au
Local Associations	Beechworth Chamber of Commerce			beechworthchamber@gmail.com
	Yackandandah Chamber of Commerce			yackandandahchamber@gmail.com
	Chiltern Tourism & Development Inc			chilter@bigpond.net.au
	Destination Rutherglen			alexandra@explorerutherglen.com.au
Television	Win Albury		News Desk	albnews@winvic.com.au
	Prime TV		News Director	Border.newseditor@prime7.com.au
Print Magazines	North by North East	Nadine Cove	Event Listings	nadine@northbynortheast.com.au
	Essentials	Jamie Durrant	Editor	jamie@essentialsmagazine.com.au
Local Newsletters	Chiltern Grapevine			chilterngrapevine@gmail.com
	Kiewa River Gazette			kiewarivergazette@gmail.com
	Yackity Yack			Yackity_yack@yackandandah.com