

Event Plan

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Note – This is one from a sequence of exercises from the Trade Shows & Events subject outlined in the Strategic Marketing Process eBook. Download the free e-book www.growthpanel.com/marketing-tools/index.html and subscribe to this subject at www.growthpanel.com/versions/get-started.html to download from Growth Panel’s Intelligent Marketing Platform.

Some of the graphics in this PDF might not display properly.

THEME

If appropriate, you may want to develop a theme for the event. The best themes are memorable, tie in to your purpose and location, and appeal to your target audience.

EVENT FLOW

First, start by defining the actual flow of the event: what happens and when? Look at your strategy document and make sure you include all of the information and entertainment items you listed.

Make sure you keep the event engaging and interactive – you don’t want your audience nodding off or listening to speaker after speaker.

If you’re developing an event for prospects, consider asking several happy customers to participate on a panel, to speak on a particular subject, or just mingle and have fun. Live testimonials can be very powerful.

Segment of the event*	What happens during this segment?	What is needed to execute this segment?***

**For example:

▶ Speakers/panelists/participants (Names)	▶ Decorations
▶ Handouts	▶ Gifts
▶ Company literature	▶ Food
▶ Equipment	▶ Beverages
▶ Furnishings	▶ Vendors

You'll need to make sure your location can accommodate these items.

REFRESHMENTS

What will you provide for refreshments?

TYPE	LIST WHAT YOU'LL OFFER
Beverages	
Appetizers/snacks	
Meal(s)	
Desserts	

DATE AND TIME

Don't hold your event on a Monday or a Friday afternoon – people are more likely to forget or skip. Tuesdays through Thursdays are fine, and Friday morning also works well. When the event is later in the week, you have more time to send out reminders!

If you're doing a webinar or teleconference, make sure you take time zones into account – don't schedule the event for 10:00 am Eastern time if you have attendees from the west coast.

Also beware of religious holidays, end-of-month and end-of-quarter.

Desired time of year	
Desired day of week	
Desired time	

LOCATION

If you're hosting a live (non-internet) event, think carefully about the location. An interesting locale like a gallery, a resort or a hot new restaurant can generate more interest; you can build a theme around it as well. You can even spice it up with an exciting social event afterward.

TYPE OF LOCATION	IDEAS	PURSUE?

TYPE OF LOCATION	IDEAS	PURSUE?
New hotels		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
Resorts		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
Restaurants		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
Parks		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
Marinas		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
Boat (yacht, houseboat, etc)		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
Airline hangars		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
Racetracks		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
Private homes		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
Private clubs		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
Your office		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
A partner or customer's office		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
Other		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes
		<input type="checkbox"/> Yes

Use this checklist to help you evaluate the best ideas:

Location			
Contact name			
Contact number			
Contact email			
Available for your selected date?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Alternate dates available:
Location criteria (add the items that you identified in the previous section)	Does the location meet your needs?		
Easy to find	<input type="checkbox"/> Yes	<input type="checkbox"/> No – problem	<input type="checkbox"/> No but it's OK
Convenient location	<input type="checkbox"/> Yes	<input type="checkbox"/> No – problem	<input type="checkbox"/> No but it's OK
Plentiful, convenient parking	<input type="checkbox"/> Yes	<input type="checkbox"/> No – problem	<input type="checkbox"/> No but it's OK
Accessible for attendees with disabilities	<input type="checkbox"/> Yes	<input type="checkbox"/> No – problem	<input type="checkbox"/> No but it's OK
Kitchen	<input type="checkbox"/> Yes	<input type="checkbox"/> No – problem	<input type="checkbox"/> No but it's OK
Plentiful, convenient restrooms	<input type="checkbox"/> Yes	<input type="checkbox"/> No – problem	<input type="checkbox"/> No but it's OK
Other	<input type="checkbox"/> Yes	<input type="checkbox"/> No – problem	<input type="checkbox"/> No but it's OK
Other	<input type="checkbox"/> Yes	<input type="checkbox"/> No – problem	<input type="checkbox"/> No but it's OK
Other	<input type="checkbox"/> Yes	<input type="checkbox"/> No – problem	<input type="checkbox"/> No but it's OK
Pros of using this location			
Cons of using this location			
	Item	Cost	
List all major costs for this location		\$	
		\$	
		\$	
		\$	
	Total	\$	

PROMOTIONAL ITEMS

Will you provide gifts or promotional items to attendees?

TYPE	POSSIBLE ITEMS (LIST)
Samples or demos	
High value gifts	
Token gifts	

TYPE	POSSIBLE ITEMS (LIST)
Gift certificates	
Other	