



*Moon Lantern Festival, Adelaide*

Marketing and Communications Plan

# EVENTS SOUTH AUSTRALIA



## WHERE TO START

The marketing and communications plan helps to crystallise your event objectives and gives you a framework to refer to in setting the direction of your event.

The aim is to match your event concept (what you are presenting) with the best fit audience (those who will attend or participate in your event). In order to do that, you must have a strong idea of what the event actually offers, at what cost (and to whom), and then how to creatively promote your event with the best media and promotional fit.

Consider these parameters when you are preparing your plan:

<p><b>Who</b> Who are you talking to?</p>	<ul style="list-style-type: none"> <li>• What are their ages, is there a gender bias, targeted to families, couples, individuals or groups?</li> <li>• Does your event attract a wide audience or is it a niche appeal?</li> <li>• How far do they have to travel to your event? Is this a local, intrastate and/or interstate market?</li> </ul>
<p><b>Product</b> What your event offers</p>	<ul style="list-style-type: none"> <li>• What makes your event unique and/or different to your competitors?</li> <li>• Will your event change each year?</li> <li>• Does the venue exist or does the infrastructure need to be built?</li> <li>• What is the total experience? Is there an opportunity to expand your offering - by partnering with transport providers, hotels, restaurants and local attractions.</li> </ul>
<p><b>Price</b> The cost of attending</p>	<ul style="list-style-type: none"> <li>• What is the total cost for attending the event including transport, accommodation etc?</li> <li>• Is the ticket price/entry fee an appropriate level for your attendees?</li> <li>• Does the price offer value for money?</li> <li>• Is there an appropriate range of ticket/entry options?</li> <li>• Do you need to introduce family tickets or special offers to encourage attendance at particular performances (i.e. a three-day pass, or discounted entry after 5:00pm)?</li> <li>• Are there any additional costs (booking fees, travel, meals, accommodation, parking) that will affect decisions to attend?</li> </ul>
<p><b>How</b> The booking process</p>	<ul style="list-style-type: none"> <li>• Do people need to pay for event tickets and if so what is your ticketing distribution network (i.e. ticket hotline, online sales, walk-up box office, ticketing agencies)?</li> <li>• Do you offer various methods of payment (e.g. credit card, cheque, cash)?</li> <li>• Can you add an opt-in component to ticketing so that you can build your potential customer database?</li> <li>• Is the event program appropriately timed to appeal to your target markets?</li> <li>• Do visiting attendees know how to access local travel, accommodation and service information? Can you provide this in a way that encourages people to travel for your event - making it as easy as possible?</li> </ul>
<p><b>Promotion</b> Sell the event</p>	<ul style="list-style-type: none"> <li>• Communicate the positioning of the event through key messages.</li> <li>• What is your unique selling point?</li> <li>• When and where will it take place?</li> <li>• What marketing materials will you use to sell your event?</li> </ul>



*Garden of Uearthly Delights, Adelaide*

## THE LOOK AND FEEL

It is important to develop the right look and feel for your event with the best creative imagery that helps to bring your event to life.

When considering the look for your event, ensure to portray the event information in a way that is:

- Simple
- Memorable
- Timeless
- Versatile
- Appropriate

Most importantly include all the relevant facts in written communications or marketing collateral such as:

- When
- Where
- Cost
- Directions to further information

## MARKETING TOOLS

Here you should detail which kinds of tools you intend to use in order to reach your target audience.

Some of the most commonly used event marketing tools include:

- Print: posters, leaflets, postcards, programmes
- Direct mail and print distribution
- Media advertising (print, radio, television)
- Event newsletters/electronic direct mail
- Mobile responsive event website
- Social media channels (YouTube, Facebook, Twitter, Instagram)
- Outdoor advertising (billboards, bus sides, poster sites, street dressing, etc.)
- Friends/ambassadors' programs/clubs
- Media releases, promotions and activations
- Media sponsorship.



Royal Croquet Club, Adelaide

### Australian Tourism Data Warehouse

The South Australian Tourism Commission is able to assist leisure events with free promotion in a variety of ways. The Australian Tourism Data Warehouse (ATDW) is a central storage and distribution facility for Australian tourism products and destinations which is accessed by numerous key tourism websites. Listings for South Australian events which meet ATDW's eligibility criteria are subsidised by the South Australian Tourism Commission. For more information and to register view the [ATDW page](#).

Important factors to keep in mind:

- Use a generic email address and keep a record of your log-in details so that other members of your team can update the listing if required.
- Once the event has finished, the event listing will expire. You will need to update the listing on ATDW with new dates in order for it to go live again.
- Ensure you have an event image which meets the required minimum specifications: minimum 2048x1536 pixels, and no larger than 10mb.

## DURING THE EVENT

- Is there an opportunity for event-goers to interact with your event by 'checking in' via social media, using event hashtags and handles and posting to your pages whilst attending? This helps to build a social profile.
- Where possible, make sure there is a way that event goers have an opportunity to join your mailing list for future events. This way you can build an audience for the future.
- Capturing still images or video while the event is on is important. Images and video content can be uploaded in real-time across your social media platforms, and can build your bank of visual assets for future event marketing.
- Include some questions in your survey of event goers which will determine whether your target market was correctly identified and which marketing and PR mediums resulted in the most conversions.

