## Event details

|  |  |
| --- | --- |
| **Event elements** | **Description / Details** |
| Event name |  |
| Target audience |  |
| Date and time |  |
| Venue |  |
| Event goal(s) |  |

## Event budget allocation

|  |  |  |
| --- | --- | --- |
| **Budget category** | **Allocated amount** | **Notes** |
| Venue |  |  |
| Advertisement |  |  |
| Staffing |  |  |
| Technology |  |  |
| Additional expenses |  |  |
| Overall budget |  |  |

## Sample campaign schedule for event

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | PHASE ONE | PHASE TWO | PHASE THREE | PHASE FOUR |
| CAMPAIGN TYPE | NOTES | Wk9 | Wk8 | Wk7 | Wk6 | Wk5 | Wk4 | Wk3 | Wk2 | Wk1 | Wk10 | Wk1+1 | Wk1+2 |
| **Email marketing** |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Event announcement |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Early bird promotion |   |   |   |   |   |   |   |   |   |   |   |   |   |
| Event schedule and invite promo |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Last chance invites |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Post-event recap |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Sales outreach |  |   |   |   |   |   |   |   |   |   |   |   |   |
|  |  |   |   |   |   |   |   |   |   |   |   |   |   |
| **Social media** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Event announcement |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Speaker promotion |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Schedule of events |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Event breakout spotlights |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Last call to buy tickets |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Live event updates |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Post event updates |  |   |   |   |   |   |   |   |   |   |   |   |   |
|   |  |   |   |   |   |   |   |   |   |   |   |   |   |
| **Partner sponsorships** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Create program |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Secure sponsorships |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Finalize sponsorships |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Sponsor set up |  |   |   |   |   |   |   |   |   |   |   |   |   |
|  |  |   |   |   |   |   |   |   |   |   |   |   |   |
| **Advertising & promotion** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Paid Ads |  |   |   |   |   |   |   |   |   |   |   |   |   |
| PR / News |  |   |   |   |   |   |   |   |   |   |   |   |   |
| TV / Radio |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Billboards / Wraps |  |   |   |   |   |   |   |   |   |   |   |   |   |
|  |  |   |   |   |   |   |   |   |   |   |   |   |   |
| **Website** |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Registration page |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Landing page promo |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Mobile app build |  |   |   |   |   |   |   |   |   |   |   |   |   |
| Mobile alerts |  |   |   |   |   |   |   |   |   |   |   |   |   |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Other** |  |   |   |   |   |   |   |   |   |   |   |   |   |
|  |  |   |   |   |   |   |   |   |   |   |   |   |   |
|  |  |   |   |   |   |   |   |   |   |   |   |   |   |
|  |  |   |   |   |   |   |   |   |   |   |   |   |   |
|  |  |   |   |   |   |   |   |   |   |   |   |   |   |