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**Volunteer resource:**

**Event marketing campaign template**

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| **Volunteer(s)** |  |  |  |  |  |
| **Name of event** |  |  |  |  |  |
| **Date of event** |  |  |  |  |  |
| **Delegate target** |  |  |  |  |  |
|  |  |  |  |  |  |
| **Communication channel** | **Task** | **Volunteer responsible** | **Due date** | **Date completed** | **Notes** |
| **PRE EVENT** |  |  |  |  |  |
| **EVENT ASSETS** | Received biographies & images of speakers |  |  |  |  |
| Twitter handles for speakers |  |  |  |  |
| Topic related imagery |  |  |  |  |
| **EVENT CALENDAR** | Please refer to [Event Calendar gold standard for best practice](http://www.theiet.org/volunteers/active/resources/-documents/gold-standards-events-calendar.cfm?type=pdf) and put link to event calendar in Notes |  |  |  |  |
| **VIDEO** | Any pre-event interviews with the speakers and/or volunteers |  |  |  |  |
| **FLYERS/POSTERS/ADVERTS** | Create using the [Marketing Toolkit](http://www.theiet.org/volunteers/active/resources/-documents/marketing-toolkit-briefing.cfm?type=pdf) |  |  |  |  |
| Email printed collateral to committee members |  |  |  |  |
| **ONLINE COMMUNITY** | Check that the event has automatically been pulled through to the event listing in your online community. |  |  |  |  |
| Create a blogpost in relevant community about the subject of the event - if video created, embed this. |  |  |  |  |
| **EMAIL** | Email content - write copy. Should be based on event calendar but may need to be tweaked. Use [Adestra for volunteers](http://www.theiet.org/volunteers/active/resources/-documents/adestra-for-volunteers-briefing.cfm?type=pdf) email tool. |  |  |  |  |
| Check IET staff email schedule to avoid any clashes (ask CEP for this) |  |  |  |  |
| Ask CEP if there are any email cross-promotion opportunities |  |  |  |  |
| Review response and send follow up email if necessary |  |  |  |  |
| **SOCIAL MEDIA** | Produce copy for series of social media updates (Facebook/LinkedIn/Twitter etc.) Refer to our [social media infographic](http://www.theiet.org/volunteers/active/resources/-documents/social-media-infographic.cfm?type=pdf) for guidance |  |  |  |  |
| Create event hashtag (e.g. #IETSingaporeBigdata) |  |  |  |  |
| Ask IET staff to share from main accounts |  |  |  |  |
| **ADVERTS** | Member News (nb need four month lead in time) – ask CEP if this is possible |  |  |  |  |
| E&T (Print) – ask CEP to check availability |  |  |  |  |
| **PR/MEDIA** | Press release – see page 7 of the [Media and communications toolkit](http://www.theiet.org/volunteers/active/resources/-documents/media-toolkit.cfm?type=pdf) for an example. |  |  |  |  |
| If big event explore opportunities for local media outlets (newspaper, radio etc.) |  |  |  |  |
| **OTHER CHANNELS** | ‘What’s on’ website listings for your local area |  |  |  |  |
| Display flyers/posters at local library |  |  |  |  |
| **EVENT PARTNERS** | Send text, advert, flyer for inclusion on event partner organisation websites |  |  |  |  |
| **DURING EVENT** |  |  |  |  |  |
| **SOCIAL MEDIA** | Use social media at event to include the wider community using event hashtag |  |  |  |  |
| **CONTENT MARKETING** | Get filmed soundbites from speakers/volunteers at event |  |  |  |  |
| **POST EVENT MARKETING** |  |  |  |  |  |
| **CONTENT** | Create blogpost in relevant online community with links to video content and/or presentations. |  |  |  |  |
| **EMAIL** | Send feedback request. |  |  |  |  |
| Collate testimonials from delegates for future marketing via Plus! email, making sure you have consent. |  |  |  |  |
| Email delegates thanking them for coming with link to content blogpost. |  |  |  |  |
| Email no-shows, sorry you couldn’t make it, hear is a link to the blogpost content. |  |  |  |  |
| Pass content onto Community Manager for further sharing/dissemination |  |  |  |  |