**MSU Denver Events**

**Marketing and Promotions Plan Template**

**Plan developed:** DATE

**Last updated:** DATE

***Event Details***

**Title:**

**Date:**

**Time:**

**Location:**

**Event Lead:**

**Registration Link:**

***Event Evaluation***

1. Purpose of the event:
2. Programming outline:
3. What is the specific draw for this event?

***Primary Goals***

*Develop two to four primary goals. Consider SMART, measurable goals and clearly outline the following:*

* *What you want to achieve? What does success look like? How does this align with the overall mission?*
* *What is a measurable goal you would like to set for the event?*

***Audience***

*Determine which groups need to be invited to the event, designating a single primary audience which will drive messaging and strategies.*

**Internal**:

* Faculty
* Staff
	+ Direct outreach to Senior Leaders
* Students
	+ Direct outreach to student organizations
	+ Direct outreach to academic departments

**External**:

* Alumni
* University Stakeholders and Partners
* Donors
* Champions
* Media

***Key Messages***

*Develop two to four primary messages you hope to convey through the promotion and execution of this event.*

***Communication Timeline***

* Save the date email invitation (8 weeks)
* Save the date Early Bird article (8 weeks)
* Printed post card (4-6 weeks)
* First email invite (4 weeks)
* Direct outreach to academic departments (3 weeks)
* Promotion in Rundown (timeline dependent)
* Social media promotion (3 weeks)
* Second email invite (2-3 weeks)
* Bi-weekly Alumni Newsletter (Fridays - timeline dependent)
* Email reminder (1 week)
* Social media promotion (1 week)
* Registrant reminder (day before/week before)
* Social media recap (day after)
* Post event survey (day after)

***Key Team & Individual Roles***

*Determine the roles and assign tasks in this section*

|  |  |  |  |
| --- | --- | --- | --- |
| Tasks Prior to Event Logistics | Due Date | Assigned to | Progress Update |
| Create marketing and promotions plan  |  |  |  |
| Confirm purpose and programming |  |  |  |
| Consider class schedules for event time |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Events Logistics | Due Date | Assigned to | Progress Update |
| Create invite list |  |  |  |
| Set up registration page |  |  |  |
| Build email campaign |  |  |  |
| Coordinate flyers being hung on campus |  |  |  |
| Post the event on the University event calendar  |  |  |  |
| Create detailed showflow |  |  |  |
| Share showflow and script accordingly |  |  |  |
| Post event survey |  |  |  |
|  |  |  |  |

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| --- | --- | --- | --- |
| Marketing Tasks | Due Date | Assigned to | Progress Update |
| Determine creative services needed for the event  |  |  |  |
| Email header design (700x200) |  |  |  |
| CAVEA graphic (3688x1050) |  |  |  |
| Social media graphics 1920x1080 Facebook Event 1600x900 Twitter/LinkedIn post 1080x1920 Instagram Story1200x628 Facebook Post |  |  |  |
| Early Bird Graphic (200x250) |  |  |  |
| Faculty/Staff webpage graphic (500x335 and 700x486) |  |  |  |
| Home page graphic (300x225) |  |  |  |
| Design flyers to be hung on campus (8.5x11) |  |  |  |
| Determine additional promotions on the website  |  |  |  |
| Confirm need for giveaways |  |  |  |
| Other external promotions? Membership or newsletters, ads, etc?  |  |  |  |

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| --- | --- | --- | --- |
| Communications Tasks | Due Date | Assigned to | Progress Update |
| Determine any community outreach opportunities |  |  |  |
| Confirm full invite list |  |  |  |
| Write copy for registration page and email campaign |  |  |  |
| Identify academic areas for targeted invites |  |  |  |
| Identify appropriate media targets |  |  |  |
| Request photography at the event |  |  |  |
| Pinpoint social media promotions leading up to the event |  |  |  |
| Create social media posts |  |  |  |
| Day of social media coverage |  |  |  |
| Social media event recap |  |  |  |
| Determine if the event can be promoted in Rundown |  |  |  |
| Faculty & Staff Senate notification |  |  |  |
| Email chairs encouraging constituent attendance |  |  |  |
| Email chairs for class attendance request |  |  |  |
| ‘Runner email promotions |  |  |  |
| Student Hub promotion |  |  |  |
| Write talking points or script |  |  |  |
| Coordinate sending thank you note to speaker |  |  |  |
| Early Bird promotion request |  |  |  |
|  |  |  |  |
|  |  |  |  |