



w&i
CREATIVE

EVENT MARKETING BRIEF
EXAMPLE

Dear Simone,

Thank you for the opportunity to provide a marketing brief for your upcoming event, **Inspire15**.

I'm excited to work with you to make **Inspire15** an event to remember for you, your customers and your staff. I am acutely focussed on your outcomes and am confident that **U&I Creative** can help you achieve them beyond your expectations.

Please find the brief enclosed. Should you have any questions or require any modifications to the brief, please don't hesitate to contact me.

Thank you.

Kind Regards,

Tiffany

Founder & Creator
U&I Creative

Target Market

The target audience for this event are:

- Busy professionals
- Entrepreneurial, successful business owners
- Women
- Interested in Blogging and Social Media
- With an interest in marketing and promoting their business
- From a broad range of verticals

Market Research

In order to understand the best avenues to reach the event's target market, we brought in some help from market analytics firm Roy Morgan, in order to better understand how to reach our target market.

Their findings were as follows:

- 86% of those matching our target market fits into the 20-50 years demographic
- The three most abundant verticals in our target market as at 2016 are Cosmetics, Fashion and Childcare
- According to opinion polls conducted in mid-2017, the key areas of focus for entrepreneurs fitting our target market are Customer Acquisition and Innovating to keep ahead of their competition.

Messaging

Value Proposition

Inspire15 offers a unique opportunity for members of our target market to gain insight into current marketing trends and network with like-minded business owners.

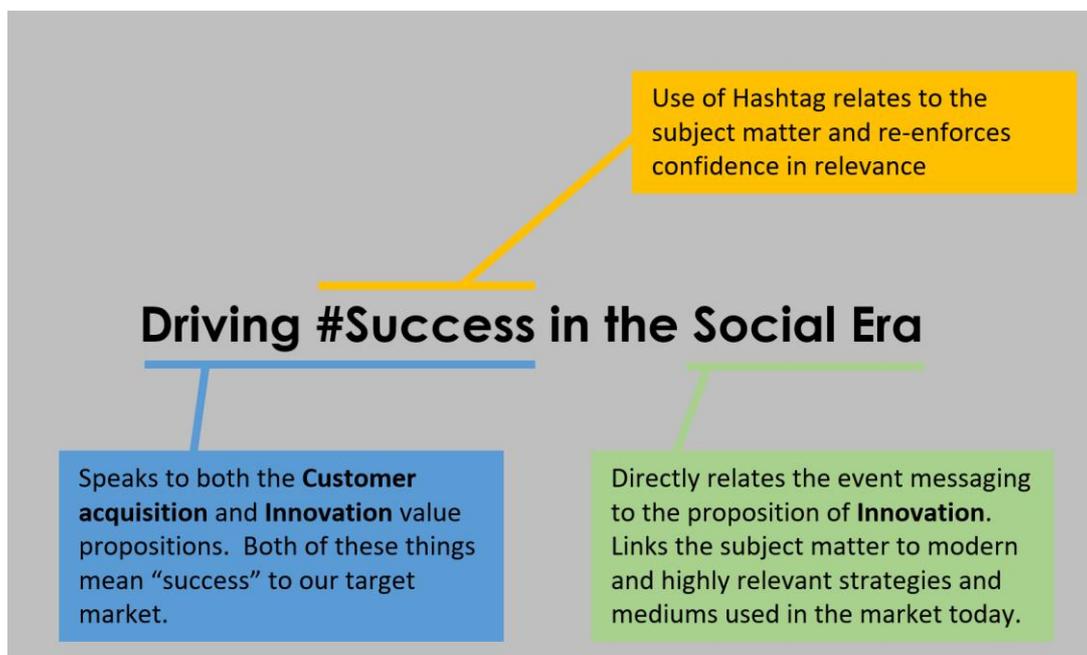
This directly resonates with the findings from our market research partner. Digital marketing through social media provides a powerful platform for customer acquisition through targeted promotion.

Furthermore, marketing via this medium provides a new and innovative approach to customer communication, providing an avenue to drive innovation based on customer response and feedback.

Core Message

The slogan for the conference is “Driving #Success in the Social Era”.

This concise phrase embodies our value proposition in a powerful and direct message. To deconstruct the slogan, the rationale that led us to it is as follows:



Call to Action

The call to action used on all promotion of this event will be to “Register Online Now”. This will be accompanied by a button or link that takes the reader to the EventBrite page for the event.

This call to action will be re-enforced by staged messaging that will vary throughout the campaign as detailed below.

Campaign Staged Messaging

Throughout the campaign, messaging will be changed in an effort to increase conversion rates in campaign periods that would usually be a little slower.

Early Bird

During the first 4 weeks of the campaign, “Early Bird” messaging and an associated discounted price will be promoted. Often when a potential attendee sees campaign materials for an event that is more than a couple of weeks away, they will often decide to “remember to do that later” rather than sign up without delay. Inevitably, many do not remember, so this campaign messaging is designed to encourage them to register “then and there” rather than waiting.

Register Online and Save

Once the early period has elapsed, the messaging will be updated to reflect a change in pricing. The standard pre-event pricing will come into effect, with messaging instead encouraging users to register online, rather than paying “at the gate” at a higher fee.

This messaging is designed to maintain the relative sense of urgency to register, without invalidating the value of the early bird offer.

This messaging will continue up until 2 days prior to the event.

Last Chance to Register

Two days prior to the event, the messaging will be updated to advise that event is “this weekend” and that now is your “last chance to register”.

Event in Progress

While the event is in progress, messaging will be updated and call to action changed, to instead encourage people to “come to venue for last minute tickets at the gate”.

Competition

Brief Details

Throughout the campaign, a competition will be run to encourage users on social media platforms to share / re-post the events social media posts.

Each prize will be listed to both Instagram and Facebook.

All competitions that will be running will be listed as the following:

- Person must like the post
- Tag two friends
- Share the post to both Facebook and Instagram
- Must include the link to the website

Winners will be draw at random via a live stream on Facebook and Instagram.

Prizes

- 1 x \$5,000 shopping spree with you and a friend including lunch at **the Versace** and a makeover
- 1 x Weekend Away at the Gold Coast courtesy of **Flight Center** for two adults and two children staying at the Sheraton at Broadbeach – buffet breakfast and dinner included
- 2 tickets to see Pink live in concert at the Brisbane Entertainment Centre courtesy of **Ticketek**

Five random draw free passes to the event.

Marketing Mediums

Company Website / Blog

A series of blog posts promoting the event will be written on the company website.

The articles will cover topics such as:

- Getting your fashion products in front of the people that matter on Instagram
- Drugstore vs high end cosmetics – where to spend your money
- Fashion for petite and curvy women – where to find the in style look for all shapes and sizes
- Reaching out to busy mums on Facebook - how modern women buy products for their children
- New born babies what to expect as it's not all sleep and smiles, the ins and outs for survival
- Fashion styles for transforming pre and post pregnancy that will save you money
- Makeup tips to last from day to night with only requiring a five-minute touch up.

Each will finish with a call to action promoting the event. It will encourage readers who have taken an interest in the article to register online to attend and will include a link to the EventBrite page for the event, as detailed in the call to action messaging section above.

Social Media

In keeping with the underlying theme of the event, social media will play a central role in promoting the event. The cornerstone networks for the campaign will be Facebook and Instagram.

People who like concise and relevant visual material in their daily digest with brief guiding information broadly use Instagram.

While we will also cross-promote on Twitter, LinkedIn, Pinterest and other networks, these will be less of a focus for the campaign, as market research indicates they are less relevant to our target market.

Facebook Strategy

We will set up an event page on Facebook, upon which the articles from the aforementioned blog posts will be cross-posted. These articles will then be promoted as sponsored posts on Facebook, targeting business owners across Australia.

Instagram Strategy

As Instagram posts are based on an image and caption including Hashtags we will strategically pick the correct tags to use. We will approach this network in two ways – both seeking out sponsored posts from key business figures, as well as with paid promotions on the network itself.

Sponsored Posts

A number of well-recognised business figures operate Instagram accounts with large numbers of followers, some in the tens of thousands. Sponsored posts will be mainly gain the attention when running the competitions. By running the sponsored posts through the competitions, it will benefit everyone.

Paid Promotions

We will run a series of targeted promoted tweets with key messaging taken from our blog posts.

Event Sponsorship

An essential part of the marketing strategy will be to align with strategic partners to provide sponsorship in both cross-promotion and financial backing for the event.

Brands that share our target market would ideally suited as partners. Early in the campaign planning process, we will propose a sponsorship package to a number of relevant potential partners who may be well suited to fulfil this requirement.

Business Type	Example Businesses	Relevance
Cosmetic Vendors	Maybelline MAC Napoleon	Up to 60% of our attendees are likely to have ties to the beauty and fashion industries. This even will present a fantastic opportunity for cosmetic brands to cross-promote with their retailers.
Car Vendors	BMW Mercedes Benz	The majority of attendees are successful businesswomen. Premium car brands frequently sponsor events that cater to this market.
Childcare Groups	ACC Markel Australian Childcare Alliance	Many successful businesswomen run into trouble with balancing work and their children into their lifestyle. Having a child minding facilities onsite and advice booths on balancing could be a huge advantage.

Sponsorship Levels

Keynote Sponsor

The successful bid of keynote sponsor will require a financial contribution of \$60,000 to the event and must be a well-aligned brand with a high degree of relevance to our target market.

Alongside primary co-branding rights, this sponsor will have a 30-minute keynote session that may be used to promote their brand within relevant content on the main stage of the exhibition.

Entitlements:

- Co-branding rights
- 30 minute keynote session
- Main stage signage
- Booth in the event lobby
- Page on the event website
- Social media cross-promotion with hashtag
- 6 social media post mentions
- Promotional materials in goodie bags

Major Sponsorship

Sponsors at the major level will be provided with banner advertising space at the event, as well as a page on the event website. They will be cross-promoted within the social media posts across 3 posts each. This tier requires a financial contribution of at least \$25,000.

Entitlements:

- Banner advertising space at the event
- Booth in the event lobby
- Page on the event website
- 3 social media post mentions
- Promotional materials in goodie bags

Minor Sponsorship

Sponsors at the minor level will be provided with banner advertising space at the event, as well as a listing on the event website. This tier requires a financial contribution of at least \$5,000.

Entitlements:

- Banner advertising space at the event
- One social media post mention

Marketing Timeline

The campaign for the event will start 3 months prior to the start date and will conclude on the second-last day of the event.

<p>January 2019</p> <ul style="list-style-type: none"> • Daily posting to Instagram with relevant Hashtags • Campaign start with “Early Bird” messaging • Website launched • Blog posts written and published • Banners for sponsors published on website • 5 Articles published • First competition announced • Second competition announced • Social Media campaigns launched • Sponsorship post • Speakers announced on social media to gain attendance
<p>February 2019</p> <ul style="list-style-type: none"> • “Early Bird” messaging removed and pricing updated • Instagram and Facebook Campaigns Begin • Sponsorship Post • Live stories to Instagram regarding competitions • Minor competition prize drawn – live feed to Instagram and Facebook • Daily posts to Instagram every 2nd day shared to Facebook • 8 Published articles • Survey publishes • Third competition announced • Speakers will do a social media post
<p>March 2019</p> <ul style="list-style-type: none"> • Campaign about ‘what you want to see’ begins • Survey results announced • 8 published articles • Sponsorship Post • Competition drawn via live feed • Instagram stories “Sneak Peak”
<p>April 2019</p> <ul style="list-style-type: none"> • Campaign changeover to “only 2 weeks left” messaging • Major prize drawn for competition via live feed • Event Start • Campaign changeover to “in progress” messaging • Campaign end • Website still running for feedback survey

Keynote Speakers

I have selected a group of keynote speakers who I believe will attract more attendees to the event. Each of the speakers has attained success in the business world and can provide a unique perspective based on their experiences, which our target market is likely to find extremely interesting.

Below are the keynote speakers and their attributes for why they will make the conference successful.

Yvonne Adele

Yvonne has vast experience in online marketing and has travelled the world speaking to audiences. She will provide excellent, well delivered insight into what it means to market yourself and your business across multiple mediums, including social.

- Travelled the world with Microsoft for training and support
- Returned to Australia to help Australians learn to **love technology**
- Led a national **multimedia profile**
- Has **published** a bestselling book
- Brings diverse, rich and abundant wealth of knowledge in presentations
- Has a start-up business **in marketing**

Yvette Adams

Yvette is a well-known, successful businesswoman. The majority of our target market is likely to have heard of her and be familiar with her various accolades. She will provide invaluable insight into business and marketing strategies, based on her first-hand experience and success.

- Never attended university
- Started up **6 businesses**
- Has sold 2 of those businesses
- Winner of various business awards
- Runs 3 companies – creative agency services, a training organisation online and online portal which helps people find awards to enter

Bessie Bardot

Bessie is a well-published author, specialising in marketing, business and motivation. She is internationally recognised and may well bring an international audience to the event. There will be very few amongst our target market who have not read one of her books or articles.

- Award winning bestselling author of 4 books for women on – career, personal branding, **media training**, health, body image and overcoming self-doubt
- **International** TV host, producer and radio presenter
- Contributor to women’s magazines – **Cosmo, Cleo, Instyle, Who and Madison**
- Regular **social commentator** for women’s issues, Gen Y, family dynamics, dating and relationships
- Nominated for young entrepreneur and business women of the year
- Member service for women in business.

Tracey Spicer

As a prime-time TV host, Tracey Spicer will no doubt be the most universally recognised amongst our keynote speakers. As a media trainer with a very active social media presence, she will be well positioned to provide informed, current and relevant knowledge on our event’s subject matter. Her position as a TV personality will no doubt attract media attention and get our press released circulated.

- Author, Journalist and **TV presenter for 30 years**
- Renowned for courage, passions and commitment
- Currently a columnist, **media trainer** and commentator
- Written and produced documentaries
- Co-founder and national convenor of **women in media**
- Honoured with an **order of Australia** for her work in media
- Has written and published a **bestselling book**.

Keynote Sponsor

Once a keynote sponsor is secured, they will be entitled to a 60-minute presentation during the keynote speeches. The sponsor will nominate them. Part of the marketing package provided to the keynote sponsor will include promotion of their speaker alongside the others in the events marketing materials. Further details of this speaker will be obtained once the sponsor has been confirmed.

Press Release

Boilerplate

Inspire15 is a yearly conference hosted by women, for women, to help build and inspire their entrepreneurial development.

Each year we have different key speakers and diverse market aims with this year being 'Driving #Success in the Social Era'.

Release

17/09/2018 – U&I Creative OBO Inspire15

Release to Press – RE: *Inspire15's 10 year anniversary to be the best success yet!*

Since 2008, Inspire15 has empowered women in business, providing a unique platform for female entrepreneurs to come together and learn how to build and grow a successful business in this social age.

This year we are celebrating our 10-year anniversary with an extra-special event, hosted in sunny Queensland. The event will be held in Brisbane, at the Brisbane Convention Centre, from the 16th to the 18th of April, 2019.

We invite all female professionals from any industry to attend. This event will be a unique opportunity for women in business to come together and learn how to succeed in the social era.

Keynote speakers include Yvonne Adele, Bessie Bardot, Yvette Adams and Network Ten's Tracey Spicer.

Major sponsors and defining bloggers will also attend to offer motivational guidance, support, advice and suggestions on how they use social media to be effective in growing a business.

The event opens each day at 9:30AM, running through until 5:00PM. Morning tea and lunch are provided each day at the venue. A "Black and White" Gala Dinner will be held at 6:30PM on the 17th at Moda Events Portside in Hamilton.

Tickets are selling out fast, so you need to act fast to avoid disappointment. Register online today at www.inspire15.com.au/register