**CAMPAIGN PLAN: EVENT / FESTIVAL**

|  |  |
| --- | --- |
| **Name** | [Insert Name of Event] |
| **Start Date** | [Insert Date Event Starts] |
| **End Date** | [Insert Date Event Ends] |
| **Duration** | [Insert Run of Show] |

**Approved Description / Overview**

*Insert the approved copy for how we will describe the show in XXX words here.*

**Campaign Objectives**

|  |  |
| --- | --- |
| **Objective 1** |  |
| **Objective 2** |  |
| **Objective 3** |  |
| **Objective 4** | Specific objective around promoting a follow up event for audiences |
| **Objective 5** | Standard objective around raising the profile of our funders |

**Measurable Goals**

|  |  |
| --- | --- |
| **Goal 1** | Specific audience goal |
| **Goal 2** | Financial / ticket goal if applicable |
| **Goal 3** | Quantifiable media / awareness goal(s) |

**Target Audience (include geographic as well as demographic)**

|  |  |
| --- | --- |
| **Audience 1** | Existing audience (Defined) |
| **Audience 2** | Existing audience (Defined) |
| **Audience 3** | New audience (Defined) |
| **Audience 4** | Influencer audience (Defined) |

**Campaign Structure: Phases**

|  |  |  |
| --- | --- | --- |
| **Phase** | **Period** | **Purpose** |
| Phase 1 | XX Month 2016 - XX Month 2017 | Building awareness |
| Phase 2 | XX Month 2016 - XX Month 2017 | Pre-sale |
| Phase 3 | XX Month 2016 - XX Month 2017 | Core campaign period |
| Phase 4 | XX Month 2016 - XX Month 2017 | Follow up / Audience development |

**PROJECT BACKGROUND**

**Key Selling Points of Show**

|  |  |
| --- | --- |
| **1** |  |
| **2** |  |
| **3** |  |

**Competition**

*Insert high level insight about what else is going on in the city, region and UK on the dates the show is taking place that might result in audience dilution.*

**SWOT Analysis**

|  |  |
| --- | --- |
| **Strengths** |  |
| **Weaknesses** |  |
| **Opportunities** |  |
| **Threats** |  |

**Agreed Shows to Upsell or Cross-Sell (Pre- or -Post)**

|  |  |
| --- | --- |
| **1** |  |
| **2** |  |
| **3** |  |

**Comms & Positioning**

*Insert some strategic thinking around:*

* *How we will position the show*
* *Which media titles we will be targeting*
* *Our approach to messaging and selling the show into stakeholders*
* *Any key / specific funding messaging (e.g. Supported by a specific funder)*

**Key Dates / Timeline**

|  |  |
| --- | --- |
| **XX/XX/XX** |  |
| **XX/XX/XX** |  |
| **XX/XX/XX** |  |
| **XX/XX/XX** |  |
| **XX/XX/XX** |  |
| **XX/XX/XX** |  |
| **XX/XX/XX** |  |
| **XX/XX/XX** |  |
| **XX/XX/XX** |  |
| **XX/XX/XX** |  |
|  |  |

|  |  |  |
| --- | --- | --- |
| **APPROVAL** | **SIGNATURE** | **DATE** |
| Marketing Lead: XXX |  |  |
| Digital Lead: XXX |  |  |
| Comms Lead: XXX |  |  |