

Sample Project Plan #1: Event Marketing Kick off

1. Create list of Influencers to approach for help with promoting material
2. Follow up with attendees from previous event who haven't registered yet – Are you coming back?
3. Get event listed on all Event sites
4. Request Speaker's promote upcoming event to their lists
5. Create Swipe content for Speakers, Organizations & Influencers
6. Create list of upcoming events to sponsor
7. Set up Forbes Ad
8. Send physical invites to previous event attendees
9. Set up retargeting campaign on website
10. Create promotional video from last year's content
11. Update website to match new branding
12. Re-brand social covers to match new branding
13. Add countdown clock to website (90-days out from event)
14. Create list of local journalists who cover local events