

Event Marketing Plan Template

1. Event Overview

Event Name

Enter event name

Event Date

Enter date(s)

Event Location

Enter location / Virtual

Description

Brief overview of the event

2. Goals & Objectives

Define your event goals and measurable objectives

3. Target Audience

Describe target audience segments

4. Marketing Strategies & Channels

Outline your marketing mix and key channels (e.g. Email, Social Media, Paid Ads)

5. Messaging & Creative

Key messages, value proposition, and creative approach

6. Timeline

Task / Milestone	Owner	Deadline	Status

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7. Budget

Item	Estimated Cost	Actual Cost

8. Key Performance Indicators (KPIs)

List your main success metrics

9. Roles & Responsibilities

List main team members and their roles

10. Notes

Other important details