# Event Marketing Plan

*This Event Marketing Plan template is designed to help organize, schedule, and track promotional activities for marketing events, trade shows, or brand activations. It will guide your team through goals, messaging, timelines, and performance tracking to ensure event success.*

## Event Overview

**Event Name:** {eventName}

**Event Date:** {eventDate}

**Location:** {location}

**Event Type:** {eventType}

**Target Audience:** {targetAudience}

**Event Objectives:**  
{eventObjectives}

## Marketing Goals

**Primary Goals:**

{primaryGoals}

**Key Performance Indicators (KPIs):**

{kpiMetrics}

## Messaging Strategy

**Main Message:**

{mainMessage}

**Key Talking Points:**

{#talkingPoints}

* {point}

{/talkingPoints}

## Promotional Channels

**Channels to be used:**

{#promoChannels}

* **{channel}** - {description}

{/promoChannels}

## Marketing Schedule

|  |  |  |
| --- | --- | --- |
| **Date** | **Activity** | **Responsible Team** |
| {#schedule}{date} | {activity} | {team}{/schedule} |

## Budget Breakdown

|  |  |  |
| --- | --- | --- |
| **Item** | **Cost** | **Notes** |
| {#budget}{item} | {cost} | {notes}{/budget} |

## Partners & Vendors

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Contact Info** |
| {#vendors}{vendorName} | {role} | {contactInfo}{/vendors} |

## Contingency Plan

**Risk Assessment & Contingency Measures:**

{contingencyPlan}

## Post-Event Success Evaluation

**Planned Follow-up Activities:**

{#followUps}

* {activity}

{/followUps}

**Metrics to Capture:**

{evaluationMetrics}

Notes:  
{notes}