

SAMPLE

Marketing Time Line

Six to Eight Months in Advance

- Set theme, caption, graphics
- Send Save the Date cards
- Email preliminary conference outline

Four to Six Months in Advance

- Create a conference website
- Select promotional items and giveaways
- Determine site signage needs
- Circulate conference brochure

Two to Three Months in Advance

- Prepare evaluation forms
- Order signage, banners
- Announce promotions/giveaways for early registration

Three to Five Weeks in Advance

- Prepare press releases
- Send email blast – need to register

One to Three Weeks After Conference

- Conduct evaluations; registrants, speakers, exhibitors
- Send thank you notes

Marketing Your Conference

Definition — Marketing a broad topic that includes a range of activities: advertising, public relations, promotions



Marketing Fundamentals

Fundamental #1 – Standard Image

- For consistency and recognition develop a standard image including a logo, theme tag line and colour.

Fundamental #2 – Target Audience

- Define and identify your potential participants and develop strategies to seek them out.

Fundamental #3 – Information Clarity

- Conference information needs to be short and forceful emphasizing the important elements of the event. Include: site, date, time, cost, registration procedure, contact number.

Fundamental #4 – Persistence

- Make multiple (at least 3) contacts with potential participants.

Fundamental #5 – Value Promotion

- Inform participants of the benefits of conference attendance. Let them know it is “worth it” to register.



Marketing Strategies

Pre-Conference Day

- On-line Survey – Needs Assessment
- Save the Date Postcards/Invitations
- Brochures
- Conference Web Site
- Email Notices/Blasts
- Articles by Conference Presenters
- Press Releases/Public Service Announcements
- On-Line Registration
- Early Registration Fee Incentive

Conference Day

- External Banner
- Location Signage (Internal/External)
- Use of Glow Signs
- Use of Conference Planning Committee Identifiers (T-shirts, Vest, Scarves, Hats)

Post Conference Day

- Press Release
- Newsletter
- Evaluation

