Event Marketing

Small Events and Trainings

Lead time needed

- As soon as you know the event date, notify us so we can add it to our calendar.
- Send all finalized information (completed event marketing form, mailing lists. registration links, speaker bios) 8 WEEKS prior to event date for small events
- For large conferences and annual events, please reach out to communications 6 MONTHS prior to the event

	8 weeks prior to event date	6 weeks prior to event date	4 & 2 & 1 week(s) prior to deadline	Event Date

Your team	• Provide completed event marketing form with finalized event information including event date, time, location, topic, speakers, registration information, mailing lists
	• Let us know which list(s) to send this too. We need to give Tom and Connie enough time to pull the lists. For customized lists (i.e. “towns with populations under 5,000”) the team will need to pull the list and send it to us, or work with Tom and Connie to pull the list.
	• Team will review the draft
		• Team will review final draft
		• Team will make event registration live
			• Monitor event registration and send us updates
			  ○ If the event has just a few seats still open, we will note that on reminders
			  ○ If the event fills up, please let us know as soon as possible so we don't send another reminder out and we can update the website
				• Host the event!
				• Send us any photos from the event
				• If there's follow-up communication needed, send us the needed materials

Communications	• Review event form, ask any follow up questions. Sometimes additional information is needed • Create draft of email invitation based on event information received. This could take several days if event information is not complete • Make edits from team review	• Send invite to team for final review • Make edits from review • Upload mailing lists • Add event to program page on website • Add event to calendar on website • Add event to Facebook • Send invitation to mailing lists	• Send reminder email four weeks and two weeks and one week prior to event registration deadline • Post reminder to Facebook four weeks and two weeks and one week prior to event registration deadline	• Post photos after the event is over or the next day • Complete follow-up communication (this may include posting a recording of a session to the website or sending an email to attendees)