**[your event] Stakeholder Marketing Kit**

This kit has been created so our stakeholders can help promote our event and grow its benefits for our community by attracting more attendees.

Contact our Marketing Coordinator [name] on [phone number] or [email] if you have any queries, suggestions or concerns about the marketing of our event.

**Marketing Plan Overview**

The marketing is focusing on these key audiences:

* [event target market 1]
* [event target market 2]
* etc.

The key marketing objectives are:

* [e.g. increase visitor length of stay, visitor expenditure, numbers of visiting friends and relatives hosted by residents, drive repeat visitation throughout the year, etc.]
* etc.

In order to achieve the marketing objectives, the following marketing activity is planned:

* [Key tactics to reach/attract each target market, when they will happen and budget for each]
* etc.

**Promoting The Event?**

We invite you to support us in our marketing efforts by:

* sharing our social media posts
* subscribing to our email newsletter to stay informed of the event and share this with others when you receive it. You can also encourage others to subscribe, by sharing the link [link to subscribe].
* responding as “Going” to the event’s Facebook event [add link], share it and [invite friends](https://www.facebook.com/help/213851145302199?helpref=about_content)
* [adding the Facebook event to your Facebook page](https://www.facebook.com/help/802612399854497)
* tagging us in your Instagram [account name] and Facebook [page name] posts so we don't miss anything
* using the official event hashtag [event hashtag} when you share images or posts about the event [add your event hashtag]
* including information about the event in email marketing to your customers, members and networks. Contact us if you’re looking for some fresh content
* sharing information about the region with your audience and encourage them to plan a holiday around the event (or at least a weekend!). Check out the [travel and itineraries pages on the event website] for inspiration
* showcasing your participation in the event via a Facebook Live video, Facebook Story, reel, by checking in to the event on Facebook, etc
* [learning more](https://teq.queensland.com/industry-resources/how-to-guides/big-marketing-guide/section-9-working-with-events) about how your business can benefit from the event.

**[Your Event] Marketing Channels**

The official marketing channels for [Your Event] are: [add links]

Website:

Facebook:

Facebook Event:

Instagram:

Hashtag:

YouTube:

Official channels for information on the region are: [add links to your regional tourism organisation]

Website:

Facebook:

Instagram:

Hashtag:

**Resources for Download**

Click here [hyperlink to an online folder e.g. in Dropbox] to access the following marketing resources that will help you promote the event (and leverage your involvement in the event).

• Brand story

• Logo

• Graphics for social media

• Event images

• Promotional video

If there is anything else you require, please contact our Marketing Coordinator for assistance.