

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*

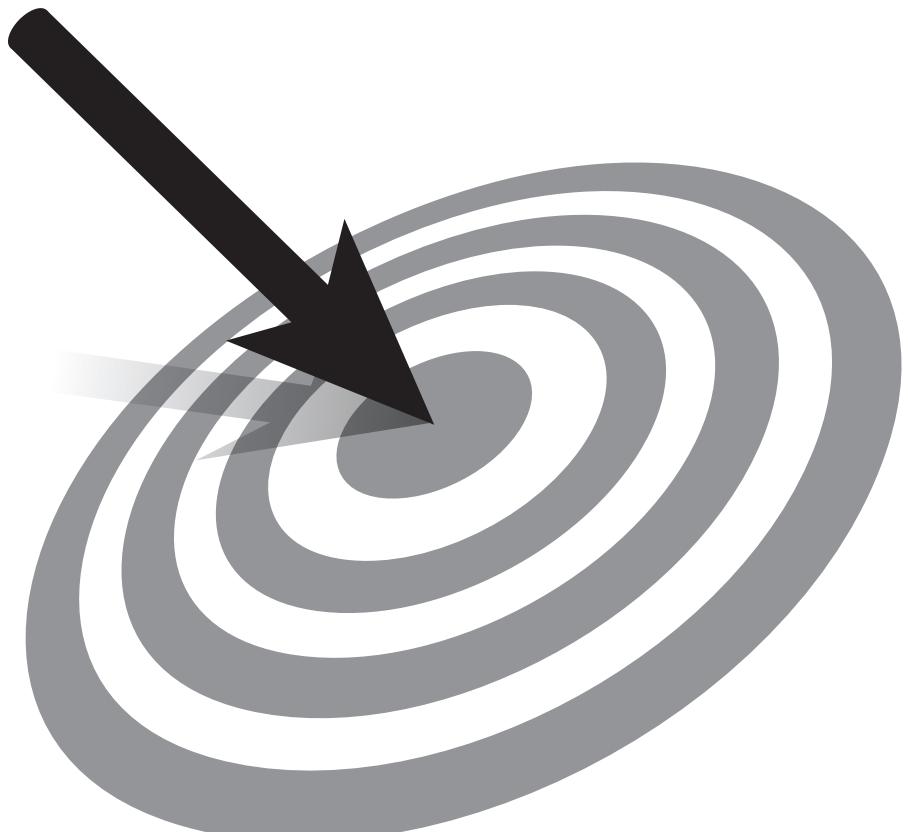
- Prepare press releases
- Send email blast – need to register

### *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

