

# ▶▶ event strategy template

<<event name>>

# event strategy

Prepared by:

Date:

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## Event background

Provide detailed information about the event's history, purpose, location, and format.

## Event details

Organisation	
Date(s) of event	
Tourism season	Peak, shoulder or low tourism season
Location of event	
Head office	
Managing directors	Names and contact information

## Strategic context

Examine and analyze how the strategic plans in your area affect your event. Study the plans of your Council, regional organization, and state body to understand how your event can align with their activities. Take note of their target audiences and goals.

Include a paragraph highlighting the aspects from these plans that either have an impact or should influence how your event is organized and promoted.

## Strengths, challenges and opportunities analysis

Evaluate the strengths, barriers, and potential opportunities for your event. Take into account events within your region as well as similar events outside the region.

Strengths	Challenges	Opportunities <small>Using the event's strengths to tackle challenges uncovers opportunities.</small>
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## Target markets (aka ideal event attendees)

Clearly defining the ideal attendees for your event is crucial for identifying key actions to attract more visitors. For instance, if you target families with children aged 6-11, you can plan family-friendly activities and market accordingly. It's important to align your event's target markets with those of your region.

## Primary target markets

Demographic	E.g. age, gender, marital status, age of children, income level, education level
Geographic	Where they live
Psychographic	Behaviours, goals, habits, values, interests, motivations, hobbies, and choices e.g. watches TV, plays sports, likes to eat out, eats healthily, prefers active recreation, commutes a lot

## Secondary target markets

You may have identified families with older children and couples who love gourmet food as your primary targets but recognise that many grey nomads will also attend your event and, therefore, they need to be considered when planning and promoting the event.

## Vision and mission

### Vision

Describe in one sentence where the event will be in e.g. three to five years' time. This is the goal your team will strive to attain.

For instance, [Your event] aims to be financially self-sufficient, drawing 6,000 overnight participants and fostering resilience and pride in our community.

### Mission

Outline in a single sentence the approach the event will take to realize its vision.

For example, [Your event] offers an outstanding experience for both locals and visitors.

## Values and identity

The primary values which underpin decisions made by event organisers are

1. Community participation
2. Fun
- 3.

The themes which reveal the event's identity are

1. Authentic Outback
2. Sports
- 3.

Aims/Objectives	
The primary aims the event is attempting to achieve are	<ol style="list-style-type: none"><li>1. Increase visitation to our town</li><li>2. Build community pride</li><li>3.</li></ol>

  

Priorities	
Identify the main areas of focus for your event committee over the next three years, taking into account branding/marketing, creating exceptional event experiences, governance/finances, and operational aspects, including risk management.	
The key priorities for the next three years are	<ol style="list-style-type: none"><li>1. Become financially self-sustaining without reliance on grants</li><li>2. Grow overnight visitation</li></ol>

Goals	
For each priority, outline SMART goals, ensuring they are Specific, Measurable, Achievable, Realistic, and Time-bound. Modify the following examples to suit your event.	
Achieve financial independence without depending on grants	<ol style="list-style-type: none"><li>1. Decrease grant dependence by \$15,000 annually.</li><li>2. Introduce at least one new income source annually for the next three years, such as securing sponsorships, boosting merchandise sales, or increasing ticket sales.</li><li>3. Establish a reserve fund equivalent to 150% of yearly operational expenses within the next five years.</li></ol>

This table shows what [your event] aims to achieve, the steps planned to reach these goals, and how success will be measured. Adjust the examples to fit your event.

Event's name			
Goal	Key performance indicators	Strategy/Activities	Measure of success
Attract substantial visitors from neighboring states, within the state, and internationally to the local region.	Draw in a total of x# day-trip and x# overnight attendees for the inaugural event, with x% typically coming from outside the local region.	<ul style="list-style-type: none"><li>• Execute the marketing and PR strategy, emphasizing the promotion of event/accommodation packages.</li><li>• Advertise the region as an excellent holiday spot for all target markets.</li><li>• Negotiate discounted rates for domestic and/or international flights with an airline.</li><li>• Roll out 2-3 phases of ticket releases.</li><li>• Regularly track sales performance.</li><li>• Assess progress during monthly budget meetings and make necessary adjustments.</li></ul>	Sales and data analysis of the ticketing and booking system, including postcode examination.

# strategic priorities

Event's name			
Goal	Key performance indicators	Strategy/Activities	Measure of success
Establish collaborations with essential partners in the local/regional vicinity and the tourism sector.	Gain backing from: <ul style="list-style-type: none"> <li>• Local Council</li> <li>• Regional Tourism Organization</li> <li>• Business Chamber</li> <li>• State Tourism Organization Secure support from the wider local community.</li> </ul>	<ul style="list-style-type: none"> <li>• Schedule an initial in-person meeting to introduce the concept and discuss potential collaborations, such as cross-promotion, sharing suppliers, and pooling resources like photos/ video content and joint marketing efforts.</li> <li>• Extend invitations for the media launch.</li> <li>• Share monthly updates with all stakeholders.</li> <li>• Explore the option of providing 1-2 complimentary passes to each party for event attendance.</li> <li>• Organize various public events to garner community support, including youth events, street-art activations, and other initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>• Endorsement letter</li> <li>• Joint marketing and PR initiatives</li> <li>• Involvement in the event</li> <li>• Non-monetary assistance</li> <li>• Formal partnership agreements</li> <li>• Active participation in the event</li> </ul>
Create a top-notch visitor experience for all participants.	Attain a visitor satisfaction rating of 75% or higher overall.	<ul style="list-style-type: none"> <li>• Keep a vigilant eye on all communication channels.</li> <li>• Ensure responses to all inquiries are provided within 48 hours.</li> <li>• Empower and train staff to take necessary actions.</li> <li>• Document all feedback for inclusion in the post-event review and analysis.</li> </ul>	<ul style="list-style-type: none"> <li>• Visitor survey</li> <li>• Social media comments and posts</li> </ul>

Goal	Key performance indicators	Strategy/Activities	Measure of success
<b>Financial goals</b>			
Generate the necessary income to fund the inaugural event.	Income target \$x	<ul style="list-style-type: none"> <li>• Formulate a detailed budget delineating all current and potential revenue sources.</li> <li>• Establish robust plans to meet income targets effectively.</li> <li>• Avoid unnecessary expenditures leading up to the event.</li> <li>• Evaluate progress during monthly budget meetings and make necessary adjustments.</li> </ul>	<ul style="list-style-type: none"> <li>• Event budget</li> </ul>
Obtain the cash sponsorship needed to organize the inaugural event.	Cash sponsorship goal: \$x Ensure all agreements are signed before [date].	<ul style="list-style-type: none"> <li>• Compile a roster of appropriate major and local partners.</li> <li>• Prepare pitch documents.</li> <li>• Arrange face-to-face meetings.</li> <li>• Negotiate all necessary terms.</li> <li>• Define expectations clearly.</li> <li>• Finalize contracts through signatures.</li> <li>• Cultivate new partnerships and strengthen existing ones.</li> <li>• Fulfill all commitments.</li> <li>• Manage relationships effectively.</li> </ul>	<ul style="list-style-type: none"> <li>• Event budget</li> </ul>
Ensure a substantial portion of event tickets are sold before the actual event takes place.	Achieve a pre-event sale of at least 90% or x# of event tickets before [date].	<ul style="list-style-type: none"> <li>• Execute the marketing and PR strategy.</li> <li>• Roll out 2-3 phases of ticket releases.</li> <li>• Consistently track sales.</li> <li>• Assess progress during monthly budget meetings and make necessary adjustments.</li> </ul>	<ul style="list-style-type: none"> <li>• Ticketing system</li> </ul>

Goal	Key performance indicators	Strategy/Activities	Measure of success
<b>Operational goals</b>			
Secure a dependable group of volunteers to assist in managing the event.	Recruit a total of x# volunteers to fulfill all available volunteer positions.	<ul style="list-style-type: none"> <li>• Designate a Volunteer Coordinator to enlist proficient volunteers for designated tasks before, during, and after the event. Organize the contacts in a database.</li> <li>• Deliver sufficient training and supervision.</li> <li>• Create a volunteer schedule.</li> <li>• Collect post-event feedback.</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer register</li> </ul>
<b>Competition goals</b>			
Generate substantial interest from competitors, both international and domestic, to participate in the event.	Generate x# expressions of interest from competitors.	<ul style="list-style-type: none"> <li>• Execute the marketing and PR plan, encompassing a launch event/media call, Save The Date campaign, direct marketing to different teams, and competition invitations.</li> <li>• Collaborate with other regional sports events for cross-promotion.</li> <li>• Ensure an appealing prize pool.</li> <li>• Bundle the competition with accommodation and experiences, along with discounted flights.</li> <li>• Seek industry support and endorsements.</li> <li>• Promote the region as an outstanding holiday destination for all target markets.</li> </ul>	<ul style="list-style-type: none"> <li>• Competitor registrations</li> </ul>

Goal	Key performance indicators	Strategy/Activities	Measure of success
<b>Environmental goals</b>			
Aim to be an event that is neutral in climate impact and environmentally friendly.	Reduce the environmental impact of the event by incorporating eco-friendly practices and educating participants and attendees.	<ul style="list-style-type: none"> <li>• Formulate a strategy for Corporate Social Responsibility.</li> <li>• Create a checklist of guidelines for the day-to-day event operations.</li> <li>• Convey essential messages to all participants and engage them in the process.</li> </ul>	<ul style="list-style-type: none"> <li>• Establishing a positive legacy</li> <li>• Fulfilling all recommended checklists</li> </ul>
Contribute a substantial amount to an environmental charity.	Generate a donation of at least \$x for [charity name].	<ul style="list-style-type: none"> <li>• Contribute a percentage of the sales from each event/accommodation package to the charity.</li> <li>• Promote awareness among event patrons by urging them to join a charity tour during the event.</li> <li>• Encourage tour participants to contribute to the charity.</li> <li>• Raise awareness among competitors by inviting charity staff to deliver a presentation before the event.</li> </ul>	<ul style="list-style-type: none"> <li>• Bookings for lodgings</li> <li>• Records of donations</li> </ul>
<b>Marketing &amp; PR goals</b>			
These goals will be formulated based on the marketing plan.	•	•	•