

Event Strategy Document					
	# Days	Start	Finish	Cost	Notes
<b>Identify Event Goals</b>					
Concept					Increase attendance
Initial Design	0				
Theme	0				
Target Market	0				
Product Activation	0				
Database	0				
Press Release	0				
Branding	0				
Web site traffic	0				
Co-Op Marketing	0				
Define Preliminary Budget	0				
Cause Related Marketing	0				
Sponsorship Development	0				
2-Year Tactical Events Program	0				
Define Preliminary Budget	0				
<b>Create report</b>	0				
<b>Phase 1 - Financial Goals</b>					
Ticket Sales	0				
Sponsorship	0				
Lead Generation	0				
Ticket Sales	0				
Product Sales	0				
Ads in Program	0				
Exhibitor Booths	0				
Web Site Banners	0				
Vendor Co-Marketing	0				
Media Sponsorship	0				
<b>Phase 2- Marketing</b>					
<b>Printing</b>					
Design Sponsorship Package	0				
Save the Date	0				
Invitation	0				
Graphic design	0				
Printing	0				
Bulk Mail	0				
Promotional Flyers	0				
<b>Advertising</b>					
Printing	0				
Television	0				
Radio	0				
On Line Registration	0				
Web site	0				
Internet	0				
Email Blasts	0				
Fax Blasts	0				
<b>Telemarketing</b>					
Internal	0				

External	0			
<b>Phase 3 - Public Relations</b>				
Public Relations	0			
Create Media Buzz	0			
Cross promotions	0			
Street promotions	0			
PSA's	0			
Guerilla marketing	0			
Sponsors needs	0			
Stakeholder needs	0			
Board Support	0			
Honoray Chairperson	0			
Media Activation Plan	0			
<b>Phase 4- Management Plan</b>				
Develop Event Project Plan	0			
Site Location	0			
Preliminary Timeline for event	0			
Preliminary Timeline for vendors	0			
Preliminary timeline for staff	0			
Client staffing	0			
Floor Plan	0			
Communications on site	0			
Other Off-site Location	0			
Catering	0			
Food	0			
Beverage	0			
Labor	0			
Truck	0			
<b>Rental Equipment</b>	0			
Tent	0			
Tables	0			
Chairs	0			
Linens	0			
Tent Lighting	0			
Furniture	0			
Silver China Glass	0			
Heating /Cooling	0			
Trash Cans	0			
Delivery	0			
Establish Delivery/Pickup Details	0			
Paper Goods	0			
<b>Entertainment</b>	0			
Concept	0			
Extraordinary Item	0			
Theme	0			
Celebrities	0			
Actors / Models	0			
Music	0			
Fortune Tellers	0			
Mimes	0			
Casino	0			

<b>Speakers</b>	0			
Script /Show flow	0			
Master of Cermonies	0			
Industry Experts	0			
Team Building	0			
Politicians	0			
Celebrities	0			
<b>Décor</b>	0			
Dramatic Entranceway	0			
Creative Centerpieces	0			
Props	0			
Entranceway	0			
Stage Design	0			
GOBO's	0			
Audio Visual	0			
Virtual Reality	0			
Florals	0			
Linens	0			
Lighting	0			
<b>Guest Benefits</b>	0			
Grand Prize	0			
Client/VIP	0			
Concierge	0			
Gift Baskets	0			
Historical Tours	0			
Ticket Reservations	0			
Other Gifts	0			
<b>Additional Details</b>	0			
Handicap access	0			
Awards	0			
Tickets	0			
Maps	0			
Name tags	0			
Signs	0			
Program	0			
Registration	0			
Microphones	0			
Projectors	0			
Extension Cords	0			
Sound System	0			
Electricians	0			
Nursing Station	0			
Public parking				
Unique transportation				
Valet parking	0			
Street permits	0			
Unique rentals	0			
Supplies (pens paper)	0			
Internet Connections	0			
ISDN	0			
Complimentary Tickets	0			
On site phones	0			
Additional A/V	0			
<b>Auction</b>	0			





Fortune Tellers	0			
Mimes	0			
Casino	0			
Models	0			
Other Entertainment	0			
Decorations	0			
Theme	0			
Sensory Perceptions	0			
Extraordinary Item	0			
Props	0			
Floral	0			
Creative Centerpieces	0			
Balloon Art	0			
Candles	0			
Lighting	0			
GOBO's	0			
Audio Visual	0			
Virtual Reality	0			
Gifts	0			
Promotional	0			
Volunteers/Staff	0			
Awards	0			
Grand Prize	0			
Client/VIP	0			
Concierge	0			
Gift Baskets	0			
Historical Tours	0			
Ticket Reservations	0			
Other Gifts	0			
Additional Details	0			
Celebrity Speakers	0			
Master of Ceremony	0			
Tickets	0			
Maps	0			
Name tags	0			
Signs	0			
Program	0			
Registration	0			
Microphones	0			
Projectors	0			
Extension Cords	0			
Sound System	0			
Electricians	0			
Nursing Station	0			
Valet parking	0			
Street permits	0			
Unique rentals	0			
Supplies (pens paper)	0			
Internet Connections	0			
ISDN	0			
Complimentary Tickets	0			
On site phones	0			
Additional A/V	0			
	0			