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| **Event Overview** |
| Event Name |  |
| Event Date | Note: Check that your event does not clash with other local events or events of a similar nature. |
| Location |  |
| Event time/duration |  |
| Brief Event Background |  |
| Event Description |  |
| Objectives*What are your main goals for the event?* | *1.**2.**3.* |
| Target Audience*Who are you trying to attract to your event?* |  |
| Branding | Event name:Logo: |
| Event Promotion | What Advertising Channels will you use? Print Media, Social media, Website,Radio, TV ? |

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| **Event Overview** |
| Marketing Budget | Overall Marketing Budget: |
| Marketing expenses by Channel: |
| Market Research | Look at similar events in other areas/locations. Look at the number of people in your target market and how many of those people are likely to attend you event. Look at the financial performance of other similar events. Research event pricing. Investigate interest in your style of event. |
| Risks | Are there potential risks that could impact the success of the event? Can these be mitigated? How can your marketing manage some of the risks? |
| Evaluation | How will you measure success? |