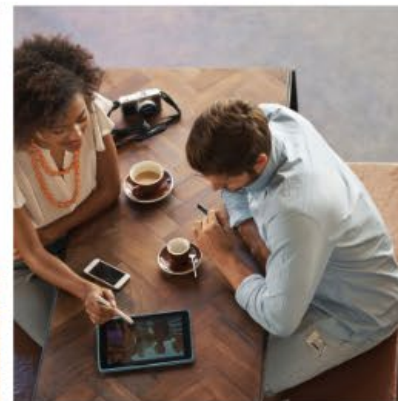


# Event Industry Workshop

Community Marketing – how to develop a marketing plan for your community event.

Presented by:

Melissa McMahon | Community Events Marketing |  
MBRIT



# Introduction



- Who is MBRIT / what do we do?
  - Not-for-profit organisation that exists to promote and grow the Moreton Bay Region
  - Host and attract a wide range of events, festivals and conferences
  - Portfolio of over 50 Community events each year

# Creating a Marketing Plan

Important elements to include in your Marketing Plan:

- Event overview
- List your objectives
- Define your target markets
- Budget
- Outline your marketing strategies/promotional mediums

# Marketing Plan - Objectives

## List your Marketing objectives

Examples could include:

- To achieve a certain attendance number
- A Post-event survey satisfaction goal
- To reach a target number in ticket sales
- A target amount of positive reviews

# Marketing Plan – Target Markets



Define your target markets

TARGET MARKET	DESCRIPTION
Primary Market	Families with children under 12 years living in the Moreton Bay Region and extended suburbs of North Brisbane.
Secondary Markets	Families of all socio-economic statuses with school-aged children living in the Pine Rivers area/Hills District
	Families of all socio-economic statuses with school-aged children living elsewhere within the Moreton Bay Region.
	Accessible market – families and individuals with accessibility needs and those requiring individual assistance.

# Marketing Plan - Promotion

Outline your marketing strategies/promotional mediums

Type	Medium	Details	Est. Timeframe	Budget
Collateral	A3 Posters & DL Flyers	Print collateral distributed to local businesses		
Outdoor	Roadside Corflutes	Roadside corflutes distributed at high traffic locations		
Digital	Facebook event listing	Create a Facebook event listing		\$0
Digital	External website listings	Upload event listing on external websites		\$0

# Free Resources



List your event for Free:

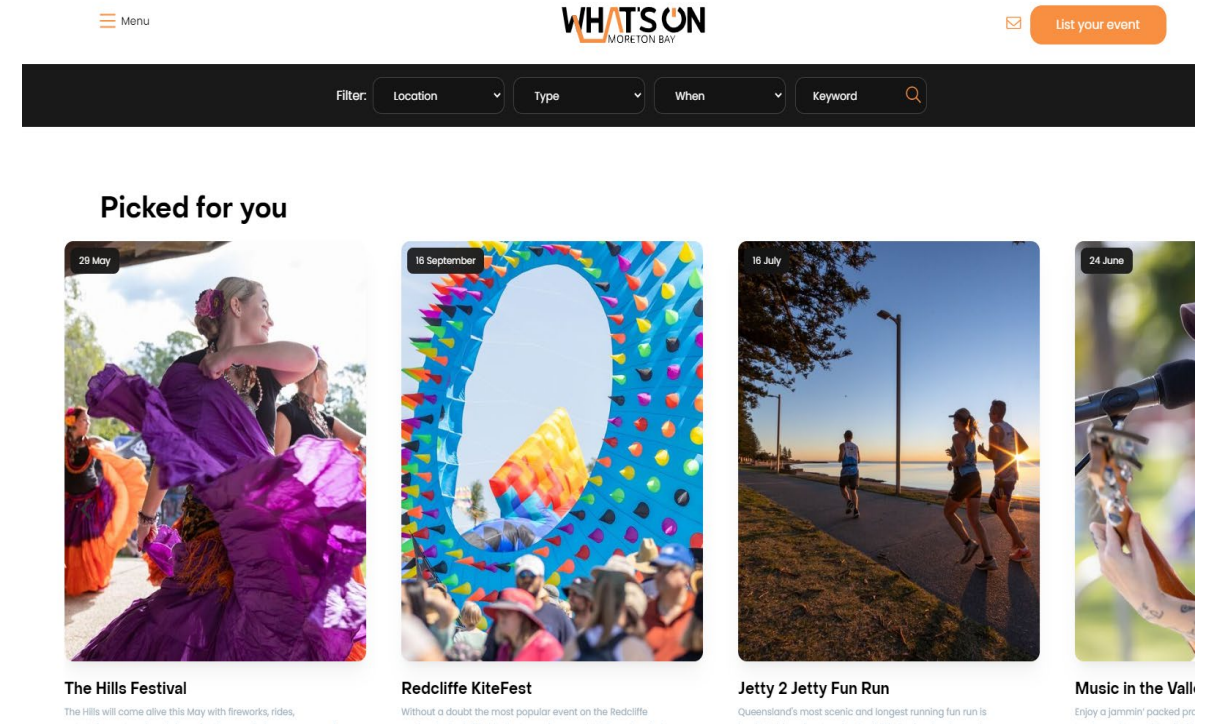
- [What's on Moreton Bay](#)
- [Moreton Bay Regional Council](#)
- [ATDW](#)
- [Moreton Daily](#)
- Facebook event listing
- PR – reach out to local newspapers/magazine publications in your area

# How MBRIT can help

## What's on Moreton Bay

### How you can leverage What's on Moreton Bay for your business

- [Upload](#) your upcoming events to the website
  - By listing your event on What's on you have the chance to be featured across the What's on Socials; Facebook & Instagram and in our regular e-newsletters
- Share your events into the [What's on Moreton Bay Facebook group](#) – following of 18.9K
- Tag What's on Moreton Bay [Facebook](#) or [Instagram](#) in your event promotional posts



The screenshot displays the 'What's on Moreton Bay' website interface. At the top, there is a navigation bar with a 'Menu' icon, the 'WHAT'S ON MORETON BAY' logo, and a 'List your event' button. Below the navigation bar is a search and filter section with a 'Filter:' label and dropdown menus for 'Location', 'Type', and 'When', along with a 'Keyword' search field. The main content area is titled 'Picked for you' and features four event cards:

- The Hills Festival** (29 May): A woman in a purple dress performing.
- Redcliffe KiteFest** (18 September): A large kite sculpture in a crowd.
- Jetty 2 Jetty Fun Run** (18 July): Two runners on a path at sunset.
- Music in the Vall** (24 June): A hand playing a guitar.



# How MBRIT can help



## Top Tips for uploading your events to What's on Moreton Bay.

To make the most out of your free listing make sure you follow these tips:

1. Good photography makes a difference, upload an image around 1MB in size if you can.
2. Avoid using poster imagery or images with text - we will not approve a listing with poster imagery.
3. Include as much information on your event as possible.
4. Include links to your website and/or Facebook event.
5. List your event ASAP, the longer it's listed the more people will see it!

Before you get started, take a read of our event submission guidelines [HERE](#).

All events are reviewed by the Admin Team before being published.

Any issues submitting email the team on [info@whatsonmoretonbay.com.au](mailto:info@whatsonmoretonbay.com.au)

# Post Event

## Measuring outcomes:

- Post event surveys
- Facebook reviews
- Testimonials
- Measure outcomes against set objectives
- Website Traffic statistics

# Other helpful resources

[www.mbrit.com.au](http://www.mbrit.com.au)

- **Additional Training videos:**

- Facebook Ads for Beginners - <https://www.youtube.com/watch?v=mcqWAKUxIKI>
- Master your Marketing: How to write a one page marketing plan - <https://www.youtube.com/watch?v=vkvAXdH6thQ>
- The importance of having a marketing plan and how to write it <https://www.youtube.com/watch?v=x4SUTJL-9Lo>
- Creating video content on a shoestring budget - <https://www.youtube.com/watch?v=HGrKIVA6LUE>
- Creating a content calendar <https://www.youtube.com/watch?v=r32MVex4p5k>
- Email marketing 101 <https://www.youtube.com/watch?v=vuX9mnJbLjo>
- Canva Design School Tutorials - <https://www.canva.com/designschool/>

# Questions?

# Thank you

