

Rationale

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In-person event strategy plan

Date:

Team:

Event:

Event date(s):

Location:

1) Know your purpose

What objectives do you hope to achieve by attending an in-person event?

Objective 1: Network with [job role/name] from [company name]

Objective 2: Grow awareness of [product/service line]

Objective 3:

Objective 4:

2) Know your audience

What are your key audience groups, and what message do you want to convey?

[Technical buyers]: Our product is easy to learn, use and will help you save time

Supporting touchpoint: Product demonstration

[Audience group 2]: [Single most important message to communicate]

Supporting touchpoint:

[Audience group 3]: [Single most important message to communicate]

Supporting touchpoint:

3) Plan your interactions

What types of conversations do you hope to have?

Location: Exhibition booth

Representative: [team names]

Audience: Conference delegates - investors and buyers

CTA: Share email for follow up conversation

Supporting materials: Tablet for collecting contact info

Location:

Representative:

Audience:

CTA:

Supporting materials:

Location:

Representative:

Audience:

CTA:

Supporting materials:

4) Establish your touchpoints

Digital touchpoints:

1. *[Calendar for meeting sign up]*

2. *[Social media]*

3. *[Touchpoint]*

Physical touchpoints:

1. *[Exhibition booth]*

2. *[Brochure]*

3. *[Touchpoint]*

5) Before, during and after checklist

Before the event...

- ☐ Determine key objectives
- ☐ Determine key audiences
- ☐ Map out key interactions
- ☐ Establish digital and physical touchpoints and supporting materials
- ☐ Cross-channel marketing plan and schedule
- ☐ Thought leadership content promotion plan and schedule
- ☐ Create and promote a sign-up calendar for attendees to schedule meetings with your onsite team
- ☐ Share and promote marketing content from the event host or organisers on your own channels
- ☐ Schedule and promote workshop, networking and speaking sessions

During the event...

- ☐ Content capture plan and equipment
- ☐ Determine announcement opportunities
- ☐ Event messaging and product offers

After the event...

- ☐ Post-event content plan and schedule
- ☐ Follow up plan for new leads and connections

Need additional support? Email rowan@wearerationale.com to find out how we can help you put together a winning conference strategy.