

 **MARKETING PLAN – Events & Campaign**

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| Event Details |
| **Responsible Person for the Event/Campaign:** **Date:** **Is this form lodged 6 weeks in advance of the event?** **YES / NO** **\*\*If not, marketing may simplify this marketing request or refuse, if necessary\*\*****Venue:** **Start Time:** **Finish Time:** **Target Audience:****Tickets (if applicable):** **Cost (if applicable):** **Is the event accessible? YES / NO****Has this event been approved by the university? YES/NO****Meeting availability with Marketing/Media (phone & in-person):**  |
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| Event/Campaign Description |
| **Main attractions: What do you get? What is the purpose of the event? Are there any special deals? What is involved? If it is a joint event/campaign who is the other body?** |
| Marketing Ideas |
| **Media format** (online/not online or both):**Design** (colour scheme, theme, font, size and layout, what do you want to portray?):**Quantity** (of posts/posters etc.):**Specific content** (What do you want each post to say roughly? Slogans/Phrases?)**\*\*Please note: Marketing have final say\*\*** |