

Events Marketing Checklist

Checklist of requirements for marketing an event.

Useful contacts

Name	Position	Email	Phone Number
Sally Moore	Marketing and Communications officer	s.moore@nuclearinst.com	02078162603
Amanda McMillian	Events Manager	a.macmillan@nuclearinst.com	

Developing booking form / poster

1. Create branding, poster and booking form
 - Templates are available at <http://www.nuclearinst.com/Volunteer-resources>
 - NI Marketing and Communications Manager can assist with production of poster/booking form (in 5-10 working days) when supplied with the following information:
 - 1) Event details - including 150-200 words describing the event (speakers, topics, information of from previous event if a repeat)
 - 2) Title, venue, date + booking deadline (minimum 1 week in advance)
 - 3) Any images you wish to use (not essential)
 - 4) Logos of confirmed sponsors
 - 5) Delegate rates for registration (if a paid event)
 - 6) Details of any additional security, dietary or access requirements for booking form
 - 7) Contact details of the representative who will assist with enquiries about the event

** Please note: basic posters are free to produce using the templates, but formal booking forms for paid events can cost up to £40-60 to design - please ensure this is covered in the event budget.*

Marketing launch

- Send relevant information to Marketing and Communications officer
- Set up social media
- Email information to Community contacts and past/potential sponsors asking them to distribute
- Ask regional partners to distribute information or post on their own website
- Ask committee and Community members to distribute information to colleagues/contacts
- Print flyers for distribution (if you are attending prior exhibitions or events).

Up to the Event

- Schedule social media posts through tweetdeck
- Schedule emails through your community Communications Officer
 - Try to find something new to say each time, e.g. First Announcement; Early Bird Discount Ending Soon; New Speaker/ Sponsor Added; Booking Deadline Approaching...etc.
- Repeat 'Launch Event' actions (send reminders to partners).
- If a free event send an email reminder a day or two before to those already booked to ensure a high turnout.

Prepare materials - One month prior to the event

- Prepare copy for event programme (if applicable)
- Design programme for the event
 - NI Marketing and Communications Manager can assist with this if it is a revenue-generating event - must be covered in original event budget.
- Check merchandise stocks and order supplies if needed from HQ using the request form located at <http://www.nuclearinst.com/Volunteer-resources>

Final Arrangements – Two weeks prior to the event

- Send out joining instructions (post and/or email)
- Print programmes
- Ensure banners, membership information, merchandise etc. have been delivered to venue