

# EVENT MARKETING

# TIMELINE

*This timeline can help you develop a marketing plan for events or other programs.*

## 4 MONTHS BEFORE EVENT

- Use this timeline to help develop a marketing plan
- Contact Agricultural Communications Services for help with your project, or work by self to select specific marketing tactics from the list of marketing ideas ([acs.okstate.edu](http://acs.okstate.edu))
- Determine budget (print, advertising, social media)

## 3 MONTHS BEFORE EVENT

- Gather photos, bios, descriptions, etc.
- Gather mailing lists and send to University Mailing for updates
- Develop and print necessary print materials
- Create graphics to promote event on social media platform(s)
- Add/update information on website
- Create a short URL ([bit.ly](http://bit.ly)) that you can use to promote the event
- Create a social media content calendar, filling in the dates with event promotions (reminders, deadlines, highlighting speakers, etc.)

## 2 MONTHS BEFORE EVENT

- Send direct mail pieces
- Start developing press release about event
- Contact outlets for partnership marketing opportunities
- Create a Facebook event
  - Invite your friends to the event
  - Share on your county page, personal page, encourage others to share the event as well
- Continue to use social media content calendar to promote event

## 6 WEEKS BEFORE EVENT

- Send email to District Directors to ask counties for help marketing (in your email, you should send fliers/social media graphics, suggested newsletter content, suggested email content)
- Continue to use social media content calendar to promote event

## 4 WEEKS BEFORE EVENT

- Send press release to selected newspapers (send 2-3 weeks before registration deadline)
- Highlight event in your newsletter, e-newsletter, press release, radio, and other media sources
- Continue to work with marketing partners
- Continue to use social media content calendar to promote event

## 3 WEEKS BEFORE EVENT

- Continue to work with marketing partners
- Request photography if not yet requested
- Continue to use social media content calendar to promote event

## 2 WEEKS BEFORE EVENT

- Continue to work with marketing partners
- Pitch event coverage to local media
- Continue to use social media content calendar to promote event

## FINAL WEEK BEFORE EVENT

- Continue to work with marketing partners
- Print handouts with social media usernames/hashtags
- Continue to use social media content calendar to promote event
- Prep post-event press release as thoroughly as possible

## DURING EVENT

- Include printouts with your social media usernames/hashtags in event materials
- Make an announcement encouraging others to follow relevant Division-affiliated social media profiles and/or use event hashtag
- Post a photo during the event on your social media platforms

## AFTER EVENT

- Post a photo album on Facebook
- Use social media to thank sponsors of the event, speakers, participants, etc.
- Send post-event press release to selected newspapers
- Meet with others involved in event to evaluate marketing results (include social media analytics to determine which posts)



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