

Event Planning Timeline

Provided by Lauren Adkins

National Main Street Center, National Trust for Historic Preservation

January 15	First committee meeting. Appoint chair. Set date/time/location of event. Establish subcommittees.
February 9	Subcommittee reports and updates.
March 13	Begin advertising/publicity campaign. Order resale items.
April 8	Food and beverage vendors finalized. Entertainment booked.
April 15	Volunteers recruited to staff event.
May 15	Order equipment.
May 23	Subcommittee reports.
May 25	Set up booths. Complete final preparations.
May 26	FESTIVAL!!! Leave 2 hours of set-up time before event and one hour of break-down time afterwards.
June 1	Final subcommittee reports due. Party to celebrate it ending and to evaluate the event.
June 8	Financial report due.





Publicity Campaign for a Special Event
 Provided by Lauren Adkins, National Trust Main Street Center

When to Schedule

What to Do

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|----------|--|
| 52 weeks | Submit calendar information to state department of tourism. Some states produce an annual calendar of events and some do quarterly ones. Verify deadlines and expect them to be very early. |
| 16 weeks | Select committee members to share responsibilities of publicizing event. Assign duties and reach agreement on scheduled deadlines. |
| 16 weeks | Provide committee members with complete event details and plans. Establish speakers; bureau and contact all civic organizations to arrange speaking engagements. Use these presentations as an opportunity to enlist volunteers, vendors, etc. |
| 16 weeks | Design event logo. Develop theme and slogan. Plan printed materials: posters, flyers, bill stuffers, invitations, ads, etc. Design sponsorship packages. |
| 16 weeks | Begin planning kick-off media event. |
| 16 weeks | Update press mailing list and organization membership roster, if they are not continuously maintained. |
| 16 weeks | Plan exhibits for exhibit hall. Approach billboard companies to obtain space. Approach all media (radio, television, newspaper, magazine, and cable television) with sponsorship packages which will include advertising for the event. |
| 16 weeks | Order any specialty advertising products: printed napkins, hats, fans, balloons, banners, t-shirts, etc. |
| 12 weeks | Contact regional and state magazines with story ideas for feature stories. Submit notices to calendar editors from regional and state magazines. |
| 8 weeks | Approach newspaper editors about exclusive feature story which will run just prior to release date for announcement story to other media. This may be a benefit of sponsorship. |

Protecting the Irreplaceable



- 8 weeks Compile file images and commercial quality video or create staged photos/tape for promotional use. Begin production on radio/television spots.
- 8 weeks If media sponsors are not forthcoming, establish advertising placement plan and meet with media sales representatives. Ask for non-profit rates, two-for-one matches, or joint sales opportunities where the Main Street program will deliver additional advertisers to the campaign.
- 8 – 6 weeks Deliver bill stuffers to banks, utility companies, and major employers that have agreed to put notices in their paychecks or bills.
- 8 weeks Send letters to radio/television show producers asking for on-air interviews.
- 7 weeks Follow up letters radio/television show producers asking for on-air interviews with phone calls.
- 6 weeks News release to media and your organizational mailing list (including members, donors, business prospects, etc.). Always let news media have the story before it appears on your flyers, newsletters, or website.
- 6 weeks Conduct press conference of similar kickoff event to coincide with announcement release. If doing a formal press conference, distribute the news release at the conference and send media invitations to the press conference instead.
- Every 14-10 days At regular intervals until the event, send follow-up news releases and/or photos with captions.
- 5 weeks Drop direct mail pieces to your organizational mailing list. If using bulk mail, may need to do this earlier but avoid beating the news release to media.
- 5 weeks Distribute bumper stickers. Design and produce an easel card to use as a backdrop for broadcast interviews.
- 4-3 weeks Write confirming letters, enclosing a fact sheet, for all scheduled radio/television interviews. Send fact sheet to program producers with a copy to your organization's spokesperson who will appear on air.
- 4 weeks Send public service announcements (PSAs) to radio and television stations. Mark them with an end date and don't forget cable.
- 4 weeks Deliver flyers, window cards, posters to businesses within the district for display within their stores.

- 4 weeks Send calendar notices to regional newspapers and radio/television stations.
- 4 weeks Run classified ads to attract additional vendors, entertainers, and etc. if needed.
- 4 weeks Billboard ads installed.
- 4 weeks Print final event schedule, brochure, or other materials and distribute through stores, banks, and tourism information centers.
- 4 weeks Promotional exhibit(s) open. The opening can be utilized as a kickoff event for the entire publicity campaign.
- 4 weeks Recruit a volunteer or hire a professional to photograph and videotape the event. If using digital cameras, make sure the resolution is set high enough for print publication standards (which are much higher than web publishing standards). If using film cameras shoot both black/white prints and color slides.
- 4-1 weeks Whenever most advantageous, begin running ads in newspapers and on radio/television. These should be scheduled as close to the event as possible, depending upon the amount of previous publicity you've had.
- 14-10 days Send personal letter to all media representatives inviting them to the event. Include special parking information, schedule, map, etc. Let them know about any special media check-in procedures. If the event is by-invitation-only, include a stamped RSVP post card. Send complimentary tickets or reservations upon receipt of their affirmative reply.
- 14 - 0 days Radio/television interviews with organization spokesperson. Main Street manager should accompany the spokesperson.
- 14 days Supply photographer(s) with a schedule of the event that includes notations on which events will be good photo opportunities and which events must be photographed (opening session, closing session, etc.). Also point out people you want photographed (celebrities, board members, volunteers). Supply photographers with model release forms which must be signed by all people included in the photograph so that the Main Street program can use photos in printed materials. If the newspapers do not cover your event, these photographs will be the ones you send to them for next-day coverage.
- 1 week Volunteers stand at high traffic areas handing out literature about the event. Keep this up, if possible, until the day of the event.

- 1 week Send a photo memo to newspapers and television stations with schedule and map of the event.
- 1 week Prepare fact sheet and VIP list. Send to media.
- 1 week Send reminder postcard, email messages, and telephone calls to organization mailing list and volunteers.
- Day before Event Prepare list of media attending. Prepare press packets which contain a final press release (with quotes about what a great event it was), fact sheets, VIP list, schedule, copies of any prepared speeches, competition entrants and all event materials. Also, include background materials on your organization.
- Day of Event Set aside special media parking.
- Day of Event Set aside a check-in desk for media staffed by a very responsible and knowledgeable volunteer, preferably a board member. Distribute press packets and press credentials at the check-in site. Keep a detailed contact log of all media representatives. Be prepared to arrange interviews. Based on what you give them, they will decide what is of interested. Help them develop **their** story and be flexible.
- Day of Event Set aside an area for photographs of VIPs, celebrities, and any winners, if applicable. Set aside a space for live radio/television coverage. Be prepared to arrange photo opportunities.
- Day after Event Service newspapers that did not attend with copies of photos and follow-up news release. Include copies of speeches, competition winners, attendance information, etc.
- Week after Event Write thank you letters to media news and sales representatives, along with all the other thank you letters you are sending. Clip and collect all news stories and mentions. Evaluate the success of the campaign and record changes needed to improve coverage. Use contact logs from check-in desk to update your media contact database.



Promotion Planning Checklist

Provided by Lauren Adkins, National Trust Main Street Center

Planning

- o Current Calendar
- o Event Purpose
- o Timing
- o Target Audience

- o Budget
 - o Income
 - o Expenses

- o Event Schedule

- o Site Selection
 - o Space
 - o Cost
 - o Acoustics

- o Site Map
 - o Vendor Locations
 - o Entertainment Locations
 - o Gates
 - o Parking
 - o Ticket Booths
 - o Restrooms

- o Business Tie-ins
 - o Advertising
 - o Window Displays
 - o In-Store Displays
 - o Sponsorships
 - o Volunteer Efforts

- o Volunteers
 - o Committee
 - o Civic Groups
 - o Other Related Organizations
 - o Businesses

- o Workplan

Insurance

- o General Liability
- o Liquor Liability
- o Weather
- o Prize

Event Funding

- o Sponsorships
- o Donations
- o Fees
- o Merchandise sales
 - o General
 - o Commemorative

Publicity

- o Participant Communication
 - o Co-sponsors
 - o Sponsors
 - o Businesses
- o Media Coverage
 - o Media Releases
 - o Interviews
 - o On-Site Coverage
- o Advertising
- o Posters, Fliers, Bag Stuffers
- o Banners

Vending

- o Contracts
- o Signs
- o Regulations
- o Vendor Insurance
- o Food & Beverage
 - o Food Booths
 - o Safety
 - o Tickets/Cash
- o Alcoholic Beverages
 - o Philosophical Issues
 - o Licensing
 - o Control/Safety
 - o Server Training
 - o Security
 - o Other Organizations to Involve
- o Merchandise Booths
 - o Exhibitors
 - o Product Booths
 - o On-site sales v. Orders

Prizes

- o Advertising
- o Gaming Regulations

Entertainment

- o Contracts
- o Music Licensing
- o Stages
- o Sound Systems
- o Street Performers

Security/Crowd Control

- o Fire codes/capacity
- o Security Officers

Safety

- o Accessibility
- o Emergency vehicles
- o First Aid

Parking/Traffic Management

- o Parking Areas
- o Shuttles
- o Signs
- o Traffic Directors

Sanitation

- o Restroom Facilities
- o Trash Collection

Site Set-up

- o Electricity
- o Water
- o Tenting
- o Tarps
- o Seating
- o Fencing
- o Porta-potties
- o Booths/Tables
- o Vendor Locations
- o Entertainment
 - o Staging
 - o Sound Equipment
- o Directional Signs
- o Admission gates

Implementation

- Workplan
- Pre-Event Meeting
- Walk-Through
- Drive-Through
- Communication
- Trouble-Shooting
- Last Minute Authorizations

Clean-Up

- Staffing
- Timing

Thank You's

- Volunteers
- Sponsors
- Co-sponsors
- Donors
- Media

Evaluation

- Participants
- Workers
- Businesses

Record Keeping

- Workplans
- Bills/receipts
- List of Volunteers
- List of Vendors
- Agendas
- Publicity Materials
- Evaluations
- Wish List for Next Year

Other

-
-
-
-
-

Quantifying Impressions, the Sylvia Allen Way

Inventory	Quantity	Impressions	Value (cost per thousand impressions)	Total (CPM * 1000 impressions)
Posters	100/30 days	300,000	\$35 cpm	\$10,500 (35*300)
Flyers	10,000	10,000	\$50 cpm	\$500
Table Tent	200/30 days	600,000	\$75 cpm	\$45,000
Banners	2/30 days	600,000	\$15 cpm	\$900
On-site signs	5	(5*attendance)	\$100 cpm	???
Internet	100,000 hits	100,000	\$25 cpm	\$250
Stuffers	5,000	5,000	\$5 cpm	\$250
Radio	100 spots	# of listeners	Use rate card to determine	???
Television	50 spots	# of watchers	Use rate card to determine	???

MAIN STREET



NATIONAL TRUST
for HISTORIC PRESERVATION

Designing the Promotion Calendar

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Steps

- Identify current assets & position
- Identify target markets
- Establish promotion objectives
- Establish overall strategy
- Publish the calendar (for this exercise, please prepare a written list as per next page)
- Design new events
- Implement
- Evaluate

January

February

March

April

May

June

July

August

September

October

November

December