EVENT SHEET

Marketing Strategy · Chapter 4 · The Calendar of Events

One sheet per event on the defined list. Test: could a new colleague run the event from this sheet alone? One responsible person with a name; objectives with numbers; one segment of the community.

Event

Starts · ends · main day

Preparation time

Budget (and who pays)

Responsible (one name)

Why it matters

History of the moment

Objective (with numbers)

What the organization gets

Segment of the community it is for

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ACTIVATION STRATEGY

BEFORE	DURING	AFTER	PARTNERS

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DANIEL'S EXAMPLE · AN ANONYMISED CLUB

READ IT AFTER YOU HAVE TRIED YOURSELF

Event

Foundation day (railway club)

Starts · ends · main day

Monday before the anniversary to the Sunday after; main event on 14 October

Preparation time

Ten weeks

Budget (and who pays)

€8,000, half from the railway company

Responsible (one name)

The marketing manager

Why it matters

The day the city remembers where the club came from.

History of the moment

Celebrated every year since the club's fiftieth birthday, always at the old depot.

Objective (with numbers)

3,000 people at the depot; 1,000 new contacts in the database

What the organization gets

A sponsor activation for the railway company, the year's best content, data

Segment of the community it is for

Loyal supporters and the old railway families, plus young families of the north, invited for the first time

Activation strategy

Save-the-date eight weeks ahead; videos with old supporters; call for family photos; limited old-crest scarf — Walk from the depot with the locomotive whistle; photo exhibition; players serve coffee; contact form at every table — Best photos for a week; a short film; thank-you and invitation to the next match — Railway company on whistle, scarf and film