Restaurant Marketing Plan Template

The development of an effective marketing and communications plan is essential for the delivery of a successful event. The key is to match your event concept (the theme, programme, etc) with the appropriate audience (those who will attend or participate in your event). In order to do that, you must have a strong idea of what the event actually offers and to whom. You also need to have an effective plan of action and the necessary resources to implement it.

This document is a marketing and PR plan template. It is not an exhaustive list of elements for inclusion within an event marketing plan; rather it is to be used as a guide, a framework around which event organisers can create their own plan. The elements contained within it are not mandatory for inclusion, but it is recommended that all marketing/PR plans being submitted in conjunction with National Programme Applications contain the following:

- Summary of event
- Vision/Mission
- Target markets
- Objectives and Key Performance Indicators
- Key strategies and initiatives
- Marketing and PR Budgetary information

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<Insert event title>

<Insert date of event>

(<insert version no> <insert date>)

Contents Page

1. Marketing objectives
    - Overview
    - Positioning - where are we now?
    - SWOT Analysis- target market, market size, competitors.

2. Communication Strategy
    - Marketing mix
        - Product
        - Price
        - Place