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|  | HL7 Tactical Marketing Plan |

# Part 1

To be completed by the event or campaign originator. Marketing & Communications needs this information before marketing can begin. Requested lead time is four months for in-person events, two months for a webinar, and a month for communication campaigns.

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| **Event / Campaign** |  |
| **Date(s)** |  |
| **Location** |  |
| **Purpose** |  |
| **Event format** |  |
| **Partner organization (if any)** |  |
| **Partner organization role in marketing, registration or additional event support?** |  |
| **Target audience**  Who should attend? Please provide specific job titles and type of organizations |  |
| **Revenue targets**  Attendance Sponsorship |  |
| **Value proposition**  Why should the target audience attend? What benefits will they receive? |  |
| **Registration fees**  Members  Non-members  Early bird rate? |  |
| **Is the press invited?**  What is newsworthy about this event? |  |
| Anything else relevant to marketing? |  |

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# Part 2

To be completed by the Marketing & Communications team and shared with event originators.

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| **Theme / Headline** |  |  |  |
| **Key Messages** |  |  |  |
| **Hashtag** |  |  |  |
| **Sponsorship Levels** |  |  |  |
| **Tactics** |  | **Timing** | **Notes** |
| **Email** When?  What message? Which lists? |  |  |  |
| **Blog** |  |  |  |
| **Social media** |  |  |  |
| **Website** |  |  |  |
| **Webinar** |  |  |  |
| **Press Release** |  |  |  |
| **Post-Event Follow-up** |  |  |  |
| **Testimonials** |  |  |  |