

## EVENT MARKETING TO-DO'S

- Eastbrook will do the following (If you do not have something, please contact Sarah):**
  - Provide a webpage for each event (**Sarah**)
  - Provide a flyer for all your events (**Sarah**)
  - Create an event on Facebook 30 days prior to your event – Public Events Only (**Marissa**)
    - We will make you a co-host – *you must accept the notification to manage the event*
    - This is what you should share on your page
  - Feature it in our monthly Events E-blast – Public Events Only (**Marissa**)
  - Facebook Post 2 weeks prior to the event – Public Events Only (**Marissa**)
  - Facebook Post the week of the event – Public Events Only (**Marissa**)
  - Provide a photographer – **must send request to Sarah ASAP**
  - Send website/Facebook RSVP list the week of your event (**Sarah/Marissa**)
  
- What each Sales Franchise needs to do – If you need help, contact names ( )'s:**
  - 4-6 Weeks Prior to Event:
    - Touch base with your **Sponsor** regarding any needs for event (**Sarah/Marissa**)
    - Review your event budget and sponsors – confirm who will pay for each item (**Sarah**)
    - Order Food – Submit invoice or reimbursement for payment (**Sarah**)
      - Unless **Fifth Third** or **Dart Bank** are your sponsors then work with them for payment
    - Order Drinks – Submit invoice or reimbursement for payment (**Sarah**)
    - Request Signage, Photographer, Materials, Tent, Flags, Giveaways, Prizes, etc? (**Sarah**)
    - Send Sales Simplicity (SS) E-Blast – Announcing Event (**Susan**)
    - Accept Facebook Event Co-Host Request from Eastbrook (**Marissa**)
    - Share Event on your Facebook Page (**Marissa**)
  - 3 Weeks Prior to Event:
    - Send Sales Simplicity (SS) E-Blast – Call to action/Photo/Vendor Highlight/Etc (**Susan**)
    - Post on Facebook about your event – Call to action/Photo/Vendor Highlight/Etc (**Marissa**)
  - 2 Weeks Prior to Event:
    - Send Sales Simplicity (SS) E-Blast – Call to action/Photo/Vendor Highlight/Etc (**Susan**)
    - Post on Facebook about your event – Call to action/Photo/Vendor Highlight/Etc (**Marissa**)
  - 1 Week Prior to Event:
    - Final Count for Food/Drinks/Supplies
    - Confirm all Vender arrival time (Food/Drink/Photographer/Tables/Chairs/ETC)
    - Confirm **Sponsor** arrival time
    - Send Sales Simplicity (SS) E-Blast – Join us Next Week + Highlight (**Susan**)
    - Post on Facebook about your event – Join us Next Week + Highlight (**Marissa**)
  - Week of Event:
    - Phone Calls/Emails to Key Prospects/Contacts
    - Reminder Emails to RSVP list
    - Post on Facebook about your event – Join us Tomorrow + Highlight (**Marissa**)
  - Event:
    - Take photos/videos during your event – Send to **Marissa/Sarah**
    - Track traffic/Positives/Negatives/Suggestions/Your takeaway
  - Post Event:
    - Email **Sarah, Marissa, Susan, and Bob** after your event with:
      - Traffic/Positive/Negatives/Suggestions/Your takeaway
    - Send Thank You email to attendees – Remember Call to Action for Next Steps
    - Send Sales Simplicity (SS) E-Blasts after event about the success of your event

