

# Event Marketing & Planning

The first steps to planning an event is determining its purpose, target guest list, budgets, dates and location.

Next is timeline and how to get the word out to create interest.

## Event Marketing:

- creating an event landing page
- online registration
- series of digital invites
- organizing your database
- incentives
- traditional marketing
- mail merging final registrants
- managing registration

## Event Planning:

- site inspection & negotiation
- securing a room block
- determining food & beverage
- developing a theme
- arranging for speakers
- orchestrating entertainment
- creating decorations

PLJ Marketing has over twenty years of experience in planning events. It's all about the **"Attention to Detail"**.

Photograph *"Deliverin' the Necessities"*



PLJ Marketing will prepare a plan including budgets and timelines for approval. Progress will be communicated on a continual basis to ensure the success of the event.