

*Event Planning Pro*

# MOD ONE

*Blueprint*

BY SHUNTE GAMBLE



# BLUEPRINT

## LET'S GET STARTED!

The best place to start planning your event's blueprint is purpose. Everything you do and everything tool you utilize should have a specific purpose tailored to help you achieve your desired goal.

**The same is true when we plan events.  
Successful events start during the planning process.**

Throughout the planning process, you will bring your vision into creation. You will also develop strategies to communicate your vision to others.

### **Guiding Questions**

- What is the purpose of the event?
- Why should people attend this event?
- Why should sponsors invest in this event?

The answers to the guiding questions will influence the marketing style of your campaign and target your intended audience.

### **Module One Focus:**

- Event Blueprint Building





# EVENT BLUEPRINT

**Event Type** \_\_\_\_\_

*Examples: Gala, Launch Party, Networking Mixer, Seminar, Conference, Brunch, Luncheon, Dinner Party, Celebration, etc.*

**[ VISION ] What will guests do at this event?**

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**[ VISION ] What do guests gain while attending?**

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**[ VISION ] What do guests gain from attending?**

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# EVENT BLUEPRINT

## [ VISION ] Speaker(s) List

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## [ VISION ] Itinerary

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# EVENT BLUEPRINT

## [ VISION ] Décor

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## [ VISION ] Entertainment

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# EVENT BLUEPRINT

**[ VISION ]** Food/Drinks

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**[ VISION ]** Giveaways/Swag Bags/Raffles/Auctions

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**[ VISION ]** Technology/Equipment

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# GUEST PROFILE

## Defining Your Ideal Guest

Having an ideal guest in mind will help you create, plan, and implement an event they will attend. Targeting this guest will also influence the success of your marketing campaign. Identify who they are, their interests, and what resonates with them. Keep your guests at the forefront of your planning process. Remember, the goal is to connect them to your event through your marketing.

**Use this activity to define who your ideal guest will be.**

- Age \_\_\_\_\_
- Occupation \_\_\_\_\_
- Location \_\_\_\_\_
- Gender \_\_\_\_\_
- Education \_\_\_\_\_
- Religion \_\_\_\_\_
- Relationship Status \_\_\_\_\_
- Likes \_\_\_\_\_
- Dislikes \_\_\_\_\_
- Passions \_\_\_\_\_
- Problems \_\_\_\_\_
- Goals \_\_\_\_\_
- Social Media Platform \_\_\_\_\_
- Social Media Platform \_\_\_\_\_
- Social Media Platform \_\_\_\_\_



# SPONSOR PROFILE

## Defining Your Ideal Sponsor

The more commonalities, in business and branding, you share increases the likelihood of partnerships through sponsorships. Sponsors are looking to partner with others who share a similar mission, business focus, and audience. They may also seek exposure to a new audience. Identify who they are, their vested interests, and what type of event focuses and functions resonate with them.

**Use this activity to define who your ideal sponsor will be.**

- Age of Business \_\_\_\_\_
- Type of Business \_\_\_\_\_
- Location \_\_\_\_\_
- Field of Business \_\_\_\_\_
- Company Mission \_\_\_\_\_
- Focus of Business \_\_\_\_\_
- Problems This Business Solves \_\_\_\_\_
- Social Media Platform \_\_\_\_\_
- Social Media Platform \_\_\_\_\_
- Social Media Platform \_\_\_\_\_

**[ Benefits ] What do sponsors gain from this partnership?**

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# NEED MORE SUPPORT?



## Discovery SESSION

Let's Plan Together!

[www.ShunteGamble.com](http://www.ShunteGamble.com)

Shunte has a bubbly personality. She is very easy to talk to and laid back. She makes you feel at ease and is very knowledgeable on the subject matter. I will most certainly do another coaching session with Shunte in the near future. I will also recommend her coaching to anyone wanting to start up or succeed in your business practice.

*Blueprint Discovery Session Client* ★★★★★

Time  
to  
Plan!

*Event Planning Pro*

# MOD TWO

*Marketing*

BY SHUNTE GAMBLE



# PLAN OF ACTION

## WHAT'S THE PLAN OF ACTION?

Now it is time to create your marketing plan by using your event's blueprint as a guide to target your ideal guests and lock in sponsors.

**Let the fun commence!**

### **Guiding Questions:**

- What time frame do I need to create this event?
- Do I have the tools to develop my vision?
- Do I need support throughout this process?

The answers to the guiding questions provide the insight needed to connect to your ideal guest and sponsor through effective and clear communication of your vision. You will also need the appropriate tools to develop and execute your marketing campaign.

### **Module Two Focus:**

- How- to build a strategic marketing plan.
- How- to devise an effective marketing timeline.
- When to deploy your marketing campaign.



# MARKETING PLAN

## Social Media Platforms

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ TikTok
- ☐ LinkedIn

## Web Based Event Ticketing Platforms

- ☐ Personal Website
- ☐ Eventbrite (.com)
- ☐ Facebook Events
- ☐ The Events Calendar (.com)
- ☐ Ticket Leap (.com)
- ☐ Brown Paper Tickets (.com)

*\*Top Google Search Options*

## Marketing Tools

- ☐ Laptop/ Desktop

*I recommend using a device where you can store large files and type with ease.*

- ☐ Webcam

*I recommend using a webcam to create video messages to add dimension to your marketing campaign.*

- ☐ Video Editing Software

*Free software is available to edit your video messages for a professional feel.*

- ☐ Graphics Software or Website

*I recommend PosterMyWall. You can use their templates to create branded marketing material.*



# SUGGESTED TIME FRAME

The first months of your campaign are the most important when planning. It is okay to start early for first-time events or when planning an event with many components. Giving yourself adequate time will provide the space to learn, edit, or pivot when necessary.

## [ 12-9 Months ]

\_\_\_ Event Blueprint (Purpose & Layout)

## [ 9 Months ]

\_\_\_ Sponsorship Packet Development

\_\_\_ Website/ Newsletter Announcement

\_\_\_ Main Event Flyer (Overall Event Announcement)

\_\_\_ Event Promotion (Eventbrite, Facebook, Etc.)

\_\_\_ Speaker's Call to Participate

\_\_\_ Email Speakers (On Going: Session Abstract, Times, Agreements, Updates)

\_\_\_ Volunteer Call to Participate

\_\_\_ Sponsor Call to Participate

## [ 9-6 Months ]

\_\_\_ Vendor Call to Participate

## [ 6 Months ]

\_\_\_ Post Social Media Version of Flyers

\_\_\_ Start Email Campaign

\_\_\_ Announcement of Early Bird Ticket Sales

## NOTES

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# SUGGESTED TIME FRAME

During the last months of your campaign, implement strategies to narrow your focus on the event. It is the perfect time to highlight specific event features, special guests, contests, and giveaways. These strategies will increase the anticipation of your event and provide information for those you target.

## [ 3-2 Months ]

- ☐ Early Registration Countdown
- ☐ Promotion of Speakers, Sponsors, Affiliates (Layered)
- ☐ Décor Ordered
- ☐ Onsite Banners (Backdrops, Step & Repeat)

## [ 2-1 Months ]

- ☐ Regular Admission Available
- ☐ Printed Event Materials

## [ 1 Month ]

- ☐ Social Media Engagement (Posts with Hashtags, Contests, Giveaways)

## [ Day of Event ]

- ☐ Attendee Engagement (Posts with Hashtags)

## [ Post Event ]

- ☐ Thank you Email (Speakers, Guests, Sponsors, Vendors, Volunteers)
- ☐ Post Pictures from the Event

## NOTES

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# CAMPAIGN PLANNER

[illegible]

# NEED MORE SUPPORT?



## Discovery SESSION

Let's Plan Together!

[www.ShunteGamble.com](http://www.ShunteGamble.com)

Throughout the session things changed, Shunte provided exceptional tools and plans of action to enable successful growth for my business to grow. Working with Blueprint Coaching, I was able to articulate a clear vision for my brand The Fights Within, LLC. Her techniques allow my strengths to be realized, and a greater sense of purpose to be obtained. I highly recommend Blueprint for Life Coaching and Mentoring.

*Blueprint Discovery Session Client*



Time  
to  
Create!

*Event Planning Pro*

# MOD THREE

*Create*

BY SHUNTE GAMBLE



# CONTENT CREATION

## TIME TO CREATE YOUR CAMPAIGN!

You have arrived at the final step of your marketing campaign. Now it is time to create your marketing material to deploy according to your devised timeline.

### **Guiding Questions:**

- What do you want your guests and sponsors to see?
- Do I need to outsource/ hire support throughout this process?

### **The Power of Effective Communication**

Have you ever tried to explain something to someone? My guess is; yes! Effective communication is clear because it is easy to understand. You have less space on the graphics you will create. How you use that space carries the power to influence participation or keep your targeted guests scrolling past your posts.



### **Module Three Focus:**

- The power of communication.
- How- to create a compelling event brand and graphic assets.
- How- to create your marketing material.



# CREATE

## Main Event Flyer

A strategic marketing campaign will serve as billboards for your event. What do you want your guests and sponsors to see?

### Event Flyer Goals:

- **Goal #1 Info:** Give important event information such as date, time, location, and engaging event functions.
- **Goal #2 Color Matters:** Select a primary color base that complements the mood and tone of your event.
- **Goal #3 Style Stamping:** Add graphics and secondary colors that complement the mood and tone of your event.





## GOAL #2 | COLOR MATTERS

**LET'S EXPLORE COLOR-** The colors you choose play a pivotal role in your flyer's designs. Choose colors based on the mood and tone of your event. Below is an example of the moods invoked through the use of color (image from coshedule.com).

**Event Planning Pro Tip:** The Article " The Fundamentals of Understanding Color Theory" by 99Designs is a great read! Planning Pro Tip: Events take time to develop. It is okay to start designing the concept of your marketing materials early. Remember, as you progress through the timeline, keep the flyers consistent.





## GOAL #2 | COLOR MATTERS

**COLOR SELECTION-** Visit <https://coolers.co/> to select the colors that will make up your flyer. Remember 2-3 main colors are best.

### COLOR #1

**SELECTION:** \_\_\_\_\_

**COLOR CODE:** \_\_\_\_\_

**MOOD:** \_\_\_\_\_

**TONE:** \_\_\_\_\_

### COLOR #2

**SELECTION:** \_\_\_\_\_

**COLOR CODE:** \_\_\_\_\_

**MOOD:** \_\_\_\_\_

**TONE:** \_\_\_\_\_

### COLOR #3

**SELECTION:** \_\_\_\_\_

**COLOR CODE:** \_\_\_\_\_

**MOOD:** \_\_\_\_\_

**TONE:** \_\_\_\_\_



## GOAL #3 | STYLE STAMPING

**Style Stamping-** There are six foundational elements of design: Line, Shape, Texture, Framing, Color, and Type. How you apply these elements will determine the overall style of your flyer's design. Have fun! Implement special feature flyers too.

**Event Planning Pro Tip:** There is no specific right or wrong way. Be creative. Create the message you want to communicate. Below are some templates from PosterMyWall that show marketing as the event developed.

### Initial Flyer

### Special Focus Flyer

## GET THE VIP EXPERIENCE

**FACING FORWARD CONFERENCE RETREAT**  
APRIL 24-25, 2020 IN HOUSTON, TEXAS | FOR MEN & WOMEN

### FACING FORWARD CONFERENCE RETREAT

## THE LAST



## VIP TICKETS LEFT

DON'T MISS YOUR CHANCE!  
REGISTER NOW @ [WWW.WECRETREAT2020.EVENTBRITE.COM](http://WWW.WECRETREAT2020.EVENTBRITE.COM)

## 2020 FACING FORWARD

Conference Retreat | April 24-25th



*Wine Down Social Panelist*  
**Antoinette Staples**  
Minister & Motivational Speaker




**VIP ACCESS**  
Vendors  
LIVE Show  
Networking  
Panel Sessions  
DJ Entertainment

Register Online @ [WWW.WECRETREAT2020.EVENTBRITE.COM](http://WWW.WECRETREAT2020.EVENTBRITE.COM)



# BEST PRACTICES

**SIZE SPECIFICATIONS-** While specifications can vary, I recommended following the guidelines when posting on web-based sites.

			
<b>Profile:</b>	320 x 320	170 x 170	400 x 400
<b>Landscape:</b>	1080 x 566	1200 x 630	1024 x 512
<b>Portrait:</b>	1080 x 1350	630 x 1200	N/A
<b>Square:</b>	1080 x 1080	1200 x 1200	N/A
<b>Stories:</b>	1080 x 1920	1080 x 1920	1080 x 1920
<b>Cover Photo:</b>	N/A	851 x 315	1500 x 1500

## Stay Away From

- ✗ Unclear Images
- ✗ Placeholder Images
- ✗ Explicit Language
- ✗ Busy Graphics: Fonts & Colors
- ✗ Illegal Drugs, Profanity, or Violence

## Must Haves

- ✓ Event Name, Date, Time, Location
- ✓ Speakers or Special Guests
- ✓ Important Event Features or Incentives
- ✓ Brand/ Sponsor Logos or Names

# NEED MORE SUPPORT?



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Shunte opened my eyes to the different ways I can expand my company and increase my revenue without going out and spending a dime at the moment. The hard truth. The way she was able to dig in and challenge me to make the changes immediately going further. I will make sure I put more structure into my business to ensure its success. *Blueprint Discovery Session Client*



Time  
to  
Launch!