

# TEMPLATES OF SUPPORTING DOCUMENTS

## (FOR CERTIFYING FESTIVALS)

### **FESTIVAL MARKETING PLAN**

The process of generating an effective marketing plan for a festival should include:

1. Reviewing your festival budget
2. Following a set guideline for planning and execution
3. Identifying your audience- who do you want to attract?
4. Compiling a situational/ SWOT analysis
5. Setting measurable goals and objectives
6. Determining a festival theme
7. Identifying the marketing activities best suited to your festival
8. Creating a schedule and planning early
9. Maximising free publicity
10. Measuring results- collecting measurable data lends credibility to your event