

Standard Operating Procedure (SOP): Event Promotion and Communication Strategy

This SOP details the **event promotion and communication strategy**, covering target audience identification, key messaging development, selection of promotional channels, timeline and scheduling of communications, creation of engaging content, coordination with media and partners, monitoring and evaluation of campaign effectiveness, and feedback incorporation. The goal is to maximize event visibility, ensure consistent messaging, and drive attendance through strategic and well-coordinated promotional efforts.

1. Purpose

To define processes for promoting events and communicating effectively with the target audience to maximize attendance and engagement.

2. Scope

This SOP applies to all team members involved in staging, promoting, and communicating about organizational events.

3. Responsibilities

- **Marketing Team:** Oversee planning, execution, and evaluation of promotional activities.
- **Event Coordinator:** Provide key event details and updates.
- **Communications Team:** Develop and distribute content, manage media outreach.
- **Partners/Sponsors:** Share event through their networks as agreed.

4. Procedure

4.1 Identify Target Audience

1. Analyze event objectives.
2. Define primary and secondary audience segments (e.g., demographics, interests, professions).
3. Refer to previous event data or market research if available.

4.2 Develop Key Messaging

1. Highlight event purpose, value proposition, and unique features.
2. Ensure messaging aligns with organizational brand values.
3. Craft tailored messages for each audience segment.

4.3 Select Promotional Channels

- Social Media (e.g., Facebook, LinkedIn, Instagram, X/Twitter)
- Email Marketing (newsletters, direct invites)
- Website/Event Page
- Press Releases & Media Outreach
- Partner/Sponsor Networks
- Paid Advertising (digital and/or print as appropriate)
- Community forums/groups

4.4 Create Content & Materials

1. Design engaging graphics, banners, posters, and videos.
2. Draft and approve announcement posts, articles, and press releases.
3. Prepare FAQ and fact sheets about the event.

4.5 Develop Communication Timeline and Schedule

Week	Activity	Channel	Responsible
-8 to -4	Save-the-date, teasers	Website, Social media, Email	Marketing

-4 to -2	Detailed announcement, registration opens	Email, Social media, Partners	Comms Team
-2 to 0	Reminders, countdowns, press outreach	Email, Social media, Media	Comms/PR
Event Week	Last call, live updates	All channels	All teams
Post-event	Thank you, survey, highlights	Email, Social media	Comms/Marketing

4.6 Coordinate with Partners and Media

1. Share event kits (logos, messaging, resources) with partners/sponsors.
2. Distribute press releases and arrange interviews as needed.
3. Track commitments and amplification from all collaborators.

4.7 Monitor, Evaluate, and Adjust Campaign

- Track key metrics: open rates, click rates, RSVPs, press mentions, social engagement, etc.
- Hold weekly review meetings to assess progress.
- Adjust messaging or channel mix based on data.

4.8 Gather Feedback and Report

- Send post-event surveys to attendees and partners.
- Review feedback to identify strengths and improvement areas.
- Summarize outcomes and learnings for future events.

5. Records and Documentation

- Maintain copies of all content, schedules, and analytics reports.
- Archive post-event feedback and performance summaries.

6. Review and Updates

This SOP should be reviewed after major events or annually to incorporate new best practices and learning.