

Some Simple Marketing Plan Questions

1. Executive Summary

- What are we trying to accomplish?
- Scope of event?
- What will the event be called?

2. Overview

- Targeted market?
- Venue?
- Lead coordinator?

3. Selling Team

- Who will be participating?
- Responsibility matrix

4. Support and Logistics

- Collecting money?
- Insurance?
- Legal responsibility?
- Setting up and taking down the event

5. Marketing the Event

- What resources can each artist share?
- Budget?

6. What is missing?