

Content Calendar for Event Communication Planning

This slide covers the communication schedule for the upcoming event. It includes predetermined promotional content for email marketing, Instagram, website landing page, Facebook, etc.

Event Communication Plan

Timing	4 weeks out	3 weeks out	2 weeks out	1 weeks Prior	2 Day Prior	Event Date	Post Event
Email Marketing	1 st Email Make Your Calendar	2 nd Email Register Now	3 rd Email Don't miss early registration	4 th Email Last Chance	Reminder Email to Attendees	Last Minutes Instructions, Direction, Welcome	Add text here
Instagram	Event Announcement	Tickets on Sale Registration Open, etc.	Tickets Going Fast, Almost Sold out	Last Chance			
Website Landing Page	Post to Public Calendars (Print/Online)	Add Registration links to Website	Check media calendars, resubmit if needed	Update Registration links (Seats left, etc.)	Add text here	Add text here	Link to Replay (Public or Private)
Facebook	Social Media: Create Events on LinkedIn/Facebook	Add to LI group	Invite People to Attend Via FB	Send FB/LI Reminders to People that "liked"	Share with a friend	Reminder Attendees to Check-in	Add text here
Add Text Here	Add text here	Add text here	Add text here	Add text here	Add text here	Add text here	Add text here

