



Event Management Basics

Conceptualisation

Target audience

There are so many ways your target audience can be identified or generated.

Your event may have a very targeted invite only list, especially if you're delivering an incentive as reward and recognition for a sales team, as an example. Or you may be marketing to a sector or industry. In your brief, you want to understand if different messages need to be written for different audiences.

Not all organisations have great data and in the briefing you want to try and understand how your client segments its audience. A few ways you can achieve this is by asking:

- How do you categorize your audience:
 - Career stage
 - Age
 - Location
 - Company
 - Purchase history/value
 - Length of membership
 - Membership status
 - Employee type
 - Job role
 - Area of specialization

Questions in this area are about demographics and understanding them as best you can.