



Event Management Basics

Conceptualisation

Key messages

Whether you are the sole person managing all aspects of the event or you have a support team, key messages are essential. They will form the foundation of your marketing and communications campaign. They can also help you identify other bodies you can connect with to share information about your event.

As I mentioned earlier, language is beautiful but different sectors, professions and individuals will react differently to the language you use in your marketing. In your briefing, you want to try and understand what language, key words and key phrases would cause a reaction from your client if they were to receive it.

I find for this part of the briefing, it's good to have some examples to get them thinking about key messages. As an example you can ask questions like:

If you were to receive two emails with these two subject lines, which would you be inclined to open:

1. Call for abstracts now open
2. Raise your profile by presenting at the industry's key conference

1. Be acknowledged for your contribution to the company
2. It's time to be recognised and rewarded

1. Registrations now open
2. Be a part of something great, register now

These are very random suggestions but it gives you an idea of what to prepare to take into your briefings. Ultimately, you're trying to determine what language, phrases and key messages will resonate with your target audience.

In the event briefing template, there are other questions you can ask to help with pulling the information you need to develop a robust marketing and communications plan.