TEMPLATE PROVIDED BY MELLER PERFORMANCE EVENTS GROUP

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| **EVENTS COMMUNICTIONS MESSAGING OVERVIEW** |

**[DATE] By: [Staff Name]**

**Event Name:**

**Event Date(s):**

**Project ID:**

**Client Key Contact:**

**Project Coordinator:**

**Reg Manager:**

**Primary Communications Tools and Purpose for Positioning:**(list key content and drivers – what you will use and how you will use it as an overview)  
If something does not apply, put N/A

* Organization Website (Internal):
* Event Registration Site
* Email marketing:
* Social Media
* Accounts:
* Newsletters
* Print Collateral
* Advertising
* Digital
* Print:
* Other:

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**Special Promotions or Key Messaging Drivers:**(list/ describe)

**Timeline key dates:**(list/describe; add other key date elements influential in the comm plan)

* Save the date
* Open registration/RSVP
* Reminders
* Final Know Before You Go

**Registration-Driven Communications**

**Hosted Site Description:**

**Content Overview:**(List what it will offer and do – benefits and key features)  
(List pages/tabs and key content requirements at high level)

**Registration Form Special Features:**(see Checklist for detailed needs; list overview here only)

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| **MESSAGING OVERVIEW** |  |  |
| **ITEM** | **SOURCES & METHODS** | **DATE DELIVERY / BY WHOM** |
|  |  |  |
| Save the date / announcement |  |  |
| Save the date / announcement |  |  |
| Save the date / announcement |  |  |
| Save the date / announcement | Save the date / announcement | Save the date / announcement |
| Save the date / announcement |  |  |
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| **DATE** | **WHAT** | **NOTES / WHAT TO COVER** |
|  | Reminder for travel reservations | Subject: Registration Reminder – EVENT NAME by (Reg Deadline Date) To: All attendees - Primary./ Winners Time: 10 AM local time   * Reminder -all housing and air travel must be reserved no later than 5 PM PST (Date/ today, etc.) * If you have already approved and finalized your air plans, we thank you! * If you have an itinerary on which you have questions prior to finalizing, please reach our agent team at (contact information) * Ground transportation will be provided for you round trip between the (name) airport and the resort. Details will follow as we near travel dates. * To modify or edit your existing registration, please use your confirmation # or email * For questions or assistance, reach us at (support email) |
| 7-10 Days Prior | KBYG | Subject: Final Information – EVENT NAME To: All attendees: Time: 10 AM MT/ local   * Header: What to know before you go * Must include HOTEL CONFIRMATION #   Include info about:   * Air travel – passports & visas * Arrival requirements * Meet n greet / transfer instructions and contacts. * Check in procedures and hospitality desk * Weather * Attire guidelines * Final agendas distributed on site * Activities / additional help * Insurance / medical cards reminders * (and another pertinent information specific to the program) * Questions? contact us... * \*See below |

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| **DATE** | **WHAT** | **NOTES / WHAT TO COVER** |
| Reminder(s) | Re: Health & Safety | \* Strong suggestion:  add any releases, waivers, or other protocols to review or discuss as reminders. If not included IN the registration website, include here now.  Consider adding links to a local embassy, CDC, other travel advisories and any reminders about traveler health requirements as applicable |
| 48 hrs post | Survey – evaluation (or thank you) | Subject: Registration Reminder – EVENT NAME by (Reg Deadline Date)  To: All attendees - Primary./ Winners Time: 10 AM local time   * Quick recap of trip – experience highlights * Photo gallery information and link to share * Feedback is greatly appreciated! * Link to complete survey. * Please complete survey by \_\_\_\_\_\_\_\_(date) \_\_\_\_\_\_\_\_ * Thank you! For additional comments please reach us at (contact)   If thank you:   * Thank you for coming * Access to photo gallery or other NEXT STEPS * Feedback always appreciated * ? download presentations or other   (as pertinent)... follow up   * Questions/ contact |

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**AUTO CONFIRMATION:**(goes out automatically when someone completes registration –  
straight to their email inbox)

* Thank you for registering/ rsvp’ing for the \_\_\_\_\_\_\_\_\_\_\_\_ (event) on  
  (date) in (city)
* Looking forward to seeing you there
* To edit or modify registration, .... (instructions) – or to add guests ... (instructions)
* Event address:
* Map (link)
* For questions or support contact us at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SOCIAL MEDIA:**(list/ describe methods and what is planned, including platforms and general frequency)  
– have someone who will specifically manage this area

**ADVERTISING PROMOTION:**(Outline advertising plan for program or promotional plan for rollout.  
What will be communicated? What tools will be used, and what’s the general timeline?)

**PRE/POST PRINT:**(What will you print and provide pre and post? Printed mailed invitations?  
On site program guide? Luggage tags? Maps or other travel documents?  
What will be used on site – room deliveries or other posters?)

**MOBILE APP:**(If using an app, what will be its primary function? When will you roll it out?  
What information will be on it, and what extent will include attendee  
communications on the platform?)

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**\*TRAVEL DOCUMENTATION:**(goes out automatically when someone completes registration –  
straight to their email inbox)

* Program general info
* Itinerary
* Passport doc holder
* Contact information
* Arrivals & ground

**DEPARTURE NOTICES:**(Sometimes given at check-in or 2nd to last night or final night)

* checking out/ settling accounts
* bag pull reminder
* transportation details – timing and contact info for driver / pickup location

**ROOM DELIVERIES:**(Include plan and content needed for each night of delivery.  
Custom notecards for distribution with gift or printed messaging?)

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**PROGRAM GUIDE:**(Suggested content areas)

* Hospitality desk hours and info
* Arrival and departure (checking out)
* Local info
* Emergencies and medical on site
* Resort credit and adding activities
* Dining
* Group exclusive activities
* Agenda highlights
* Resort map TBD
* Contact info