

# How to Create a Proactive Event Communication Plan

The key to any good communication plan is this - ***you should be leading the narrative that’s spreading, not trying to do damage control after the fact.***

**The Questions to Ask**



**Who are you talking to?** Depending on your specific audience, you may want to dial your formality up or down or slightly adjust your vocabulary.

**How are they feeling?** Say someone wants to buy tickets to your event onsite, but you’ve already sold out - your message must be in a tone that’s supportive, helpful, and clear.

**Are you adding value?** Readers will click to read because they expect to get something in return for their time - your priority should always be to share helpful information.

Use this [event marketing template](#) and tailor it to your communication needs so you can easily put your strategy into action.

**The elements to consider**



**Audience:** Identify who you’re trying to reach with your news.

**Story:** What’s the story you’re trying to tell?

**Over-communicate:** It’s important to communicate early and communicate often.

A smart communication plan can be an effective way to engage attendees before, during, and after your event. Learn how Eventbrite can help you supply attendees with the most up-to-date information about your event.

Contact us [here](#) or give us a call us at 0800 009 3502