## **Eventbrite**

## 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



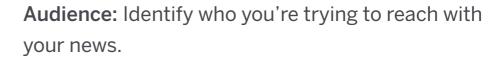
Who are you talking to? Depending on your specific audience, you may want to dial your formality up or down or slightly adjust your vocabulary.

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





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