Campaign Plan

Project: Dates and times:

What do we want to achieve?
Artistic aims?

How many people? Financial aims?
What kind of people?

What do you want them to do? (try something new? come more often? participate?)

What are we selling?
Why is this concert important, useful, powerful or different?

What is so special about the venue?

What will people experience? (how will they feel? what will they think?)

Why should people get involved? Find five clear and persuasive reasons (not facts) why people should come

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Use these reasons in everything you say or write about your concert.

Who do we want to reach? Identify five different groups you want to target. What are they like? What do they enjoy? What are their negative preconceptions about what you do?

How will we persuade them? write the six word story that will best persuade each target group

How will we persuade them? what kind of image will tell each six word story?

How will we get that message across? choose the three communication methods that will best reach each group. For each group, put a star against the communication method that will be most effective.

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When will we tell them? how many weeks in advance will they decide to come along? when should you remind them?

Was it worth it? how will you tell if you achieved your aims? what information will you need to collect?

What questions do you want to ask your audiences? How will you ask them?