

Event marketing guide & timeline

	Task
Preparing website 2 days (this timeframe depends on the notice given)	<ul style="list-style-type: none"> → Draft registration of invite and event image → Website registration page creation (including changes and sign off)
Marketing event 5 weeks out	<ul style="list-style-type: none"> → An EDM will be sent out to the relevant list and will be included in the first AFA e-newsletter → The event image will be shared via social media channels by our social media rep, which the committee event organisers can re-share in other communities to promote
Marketing event 2-3 weeks out	<ul style="list-style-type: none"> → Determine how the event registrations are going and decide if a stand alone EDM 'Last chance to register' is required or we can continue promoting in the AFA e-newsletter. → Continue with social media posts to promote
Marketing event 1 week out	<ul style="list-style-type: none"> → Start preparing badges if you require this → Prepare for your event space and check in with venue and suppliers → Determine if online feedback or paper forms are required for the event with AFA Event Manager
Post event	<ul style="list-style-type: none"> → Feedback to be sent/gathered after the event → AFA Event Manager to collate and action feedback → CPD Certificates to be sent if applicable



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Linkedin Group
[linkedin.com/groups/4068199](https://www.linkedin.com/groups/4068199)



Facebook Group
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