

ATD Richmond Regional Conference Marketing & Communication Plan

Talent Development Practitioners Conference (TDPC)



<p>Event Name: Mid-Atlantic Regional Talent Development Practitioners Conference</p> <p>“A Day of Development”</p>	<p>Event Location: Thomas R. Fulghum Center 13900 Hull Street Rd. Midlothian, VA 23112</p>
<p>Event Date: December 1, 2018</p>	<p>Event Time:???</p>

The **Mid-Atlantic Regional Talent Development Practitioner Conference (TDPC)** is the first annual one-day conference for talent development professionals in the Mid-Atlantic region hosted by the Greater Richmond ATD chapter and its partners. It provides an opportunity for learning and development professionals to broaden their technical and non-technical competencies. TDPC is designed as a venue for professionals to network, generate new ideas, and up level content curation and business acumen.

1. Key Event Marketing Goals

- *Attract at least 150 people to the event from such areas as Richmond-Metro, Charlottesville, Fredericksburg, Hampton Roads, Washington DC, and other localities within the Mid-Atlantic Region*
- *Increase membership by 10 %*
- *Increase chapter visibility for chapter members and mid-Atlantic region*

2. Key Target Audiences

Primary target audience:

- *Learning and development professionals in the Richmond-Metro, Charlottesville, Fredericksburg, Hampton Roads, Washington DC areas who work with private, state, and non-profit organizations.*

Secondary target audience:

- *Young professionals and others who are aspiring learning and development professionals.*

3. Key Messages and Brand

Brand Examples:

The following name and logo will be used in our promotional campaign:



Our tag line - "A Day of Learning!"

Key Message Examples:

- *Event will be a knowledge-filled day for practitioners at all levels.*
- *1st Annual Mid-Atlantic Regional Talent Development Practitioner Conference*
- *Network with industry professionals*
- *Taking your skills to the next level*

Conference HashTags: #matdpc #midatlantictdpc

4. Communication Plan

4.1 Key Stakeholders

Stakeholder	What/Message
Board Members	- Actively share conference particulars to colleagues/friends - Solicit workshop facilitators
Sponsors	- Approval of logo use - Keep up to date with event progress - Advertise levels of sponsorship
Partners	- Posting of conference information on partner's website
Participants	

4.2 Marketing Activities

A. Launches, announcements

Activity	Date	Who
Conference Save Date Email		Director of Communication
Email blast announcing conference website & details		Director of Communication
Announce conference at monthly programs	Sept, Oct and Nov	VP of Program
Email Signatures include conference details	August 15	Board Members

B. Website

Activity	Date	Who
Event details added	August	Katisha
Sponsor links and special offers added	August	Katisha
Setup analytics tool to measure	August	Tom
Registration	August	Katisha/Tom

C. Social Media

Channel	Content	Date	Who
Twitter	Event details and reminders	Aug, Sept, Oct, Nov	Jennifer

LinkedIn	<i>Event details and reminders</i>	<i>Aug, Sept, Oct, Nov</i>	Jennifer
Instagram	Event details and reminders	Aug, Sept, Oct, Nov	Jennifer

D. Advertising

Activity	Date	Who
LinkedIn	Sept, Oct, Nov	Jennifer
Richmond Times Dispatch		Zandra

E. Email Marketing

Target Audience	Campaign	Date	Who
VA DHRM	Early Bird Special Keynote Speaker & Workshops Benefits		
HR Division of Henrico, Chesterfield, & Richmond			
VCU-School of Education (Dr. Robin Hurst)			
ChamberRVA (Eleanor has a contact)			
VA Hispanic Chamber of Commerce			
HYPE RVA (https://www.chamberrva.com/programs/hype/)			

F. Conference Partners Promote

Activity	Date	Who
Send event details to their email database		
Promote on their social media networks		

G. Calendar Listings

Website	When	Who
Style Weekly Calendar of Events		
ATD Mid-Atlantic Chapters		

F. Print Material & Signage

	When	Who
Event program	Day of event	Marketing Team
Signs for outside of event venue	Day of event	

4.3 Marketing Evaluation Plan

To determine whether the marketing plan was successful the marketing team will:

- Website and social media analytics
- Add 1 or 2 marketing questions to the post-event evaluation

5. Summary of Marketing Plan

Week - Date	Message/Activity	Website	Email	Social Media	Advertising	Signage	Printed
1	<i>Send out Save the Date Emails</i>						
2 – Aug 6	<i>Program & early bird ticket announcement</i>						
3 – Aug 13	<i>Develop Press release kit; conference hashtags</i>						
4 – Aug 20							
5 – Aug 27	<i>Email to lapsed ATD members with advantages of renewing for conference</i>		<i>Sent 8/31/18</i>	<i>LI post 8/29/18</i>			
6 – Sept 3	<i>Early Bird closes</i>						
7 – Sept 10							
8 – Sept 17							
9 – Sept 24	<i>Feature article; video</i>						
10 – Oct 1	<i>Regular priced tickets on sale</i>						
11 – Oct 8							
12-Oct 15							
13 – Oct 22							
14 – Oct 29	<i>Last call for tix/reminders</i>						
15 – Nov 5	<i>Excitement building – media</i>						
16 – Nov 12	<i>- Detailed program printed - Fliers and posters printed - 2 weeks to go – FAQ – preparing for event Why attend</i>						
17 – Nov 19							
18 – Nov 26							
Dec 1	Event Date <i>Signage installed Highlights and photos</i>						

Dec 3	<i>Post event thank you; survey, sponsor</i>						
--------------	--	--	--	--	--	--	--

6. Marketing Budget

Item	Supplier	Cash Budget	Actual (YTD)
Expenditure			
Printing of Program		\$ 500	
LinkedIn Advertising			
Signage			
Advertising (Print/Online):			
Photographer		\$500	
Video			
TOTAL			