

SETTING OBJECTIVES FOR FACE TO FACE MARKETING



01

ASK YOURSELF: WHAT WOULD SUCCESS LOOK LIKE POST-EVENT?

Handwritten notes area for step 01.



ASK YOURSELF: HOW WOULD YOU KNOW THAT YOU'VE ACHIEVED THIS?

Handwritten notes area for step 02.

02



ASK YOURSELF: TO ACHIEVE THIS, WHAT MESSAGES WILL YOU HAVE COMMUNICATED?

Handwritten notes area for step 03.

03



ASK YOURSELF: WHICH TACTICS WILL HELP YOU COMMUNICATE THOSE MESSAGES EFFECTIVELY?

Handwritten notes area for step 04.

04



ASK YOURSELF: WHAT DO YOU NEED TO DELIVER YOUR CAMPAIGN?"

Handwritten notes area for step 05.

05



REMEMBER: YOU'RE AT AN EVENT, SO PUT ON A SHOW

Handwritten notes area for step 06.

06