**Promotion Plan: Region Link Rivals Expo#002**

**Goals**

•Maximize the number of participants and attract the attention of municipalities, companies, educational institutions, students, and the general public.

•Raise awareness of the event among domestic and international stakeholders interested in Web3 technology and regional revitalization, and encourage participation.

**Target Audience**

1.**Municipalities**: Municipalities interested in solving regional issues and fostering collaboration between local governments.

2.**Companies and Startups**: Companies interested in business opportunities utilizing Web3 technology and regional revitalization.

3.**Educational Institutions and Students**: High school and university students interested in regional issues and Web3 technology.

4.**General Public**: Citizens interested in regional development and solving local challenges.

**Promotion Channels and Strategies**

**1. Online Promotion**

**a. Website**

•**Dedicated Event Landing Page**: Set up a page that includes event information, past success stories, registration forms, and a list of participating municipalities and companies, optimized for SEO.

•**SEO Optimization**: Aim to rank highly in search results with keywords related to “regional revitalization events” and “Web3 solutions for regional issues.”

**b. Social Media**

•Use **Instagram, Twitter, and LinkedIn** to tailor promotions to each target audience.

•**Instagram**: Post visual content focusing on the event venue, speakers, and highlights from previous events. Target younger audiences.

•**Twitter**: Share the latest updates, countdowns, and promote hashtag campaigns (e.g., #RegionLinkExpo, #Web3RegionalRevitalization).

•**LinkedIn**: Emphasize the business opportunities and networking value of the event, targeting professionals and corporate audiences.

**c. Email Marketing**

•Roll out email campaigns targeting past event participants, related organizations, and companies. Send regular reminders and updates on event progress.

**2. Offline Promotion**

**a. Partnerships**

•**Collaborations with local newspapers and radio stations**: Promote the event through regional newspapers and local radio stations to raise awareness among local communities and municipalities.

•**Collaboration with educational institutions**: Post flyers and hold information sessions at high schools and universities to encourage student participation.

**b. Event Posters and Flyers Distribution**

•Distribute **posters and flyers** to municipalities, related organizations, and companies. Place them in community centers and public facilities to expand awareness across a wide range of people.

**3. Media Relations**

**a. Press Releases**

•Issue press releases to national and local media, highlighting the event’s goals, importance, and the participating companies and municipalities.

•Arrange media coverage right before the event and request special features in media outlets focused on regional revitalization and Web3 technologies.

**b. Influencer Partnerships**

•Collaborate with influencers in the **Web3 and regional revitalization fields** to increase event visibility on social media platforms.

**Promotion Schedule: October 2024 - December 1, 2024**

**October 2024: Foundation Building and Initial Awareness Expansion**

•**1st Week of October**

•**Website Launch**: Publish the dedicated event landing page with the event overview, detailed program information, and a registration form.

•**Launch Social Media Campaign**: Begin posting on Instagram, Twitter, and LinkedIn. Start hashtag campaigns (e.g., #RegionLinkExpo, #Web3RegionalRevitalization).

•**Start Email Marketing**: Send the first round of emails to past participants and related organizations, encouraging them to register for the event.

•**2nd Week of October**

•**Issue First Press Release**: Send the first press release to national and local media, announcing the event’s purpose and the participating companies and municipalities.

•**Collaborations with Local Media**: Begin featuring the event in local newspapers and on radio stations, increasing awareness among municipalities and the public.

•**3rd Week of October**

•**Collaboration with Educational Institutions**: Distribute posters and flyers to high schools and universities. Set up posters on campuses and make announcements in classes to encourage student participation.

•**4th Week of October**

•**Influencer Collaborations**: Engage influencers interested in regional revitalization and Web3 to strengthen social media promotions.

**November 2024: Awareness Expansion and Participant Engagement Enhancement**

•**1st Week of November**

•**Strengthen SNS Campaign**: Regularly post profiles of participating companies, municipalities, speakers, and presenters. Use Instagram Live and Twitter Spaces to engage with followers in real-time.

•**Begin Countdown Posts**: Start a daily countdown on social media leading up to the event, emphasizing key points of interest.

•**2nd Week of November**

•**Issue Second Press Release**: Provide the media with the latest updates on the event’s program details, speakers, and participating municipalities and companies.

•**Send Email Reminders**: Email registered participants with the event schedule and preparation information.

•**3rd Week of November**

•**Strengthen Partnerships with Sponsors and Partners**: Send invitations for the pre-event networking session to sponsors and partner companies, reinforcing cooperation.

•**Support Municipalities with Promotions**: Assist participating municipalities with their promotional efforts, strengthening their visibility in regional media.

•**4th Week of November**

•**Final Social Media Adjustments**: Intensify the final phase of social media posts. Share messages from speakers and participants to increase engagement.

**December 2024: Last-Minute Promotion Before the Event**

•**1st Week of December (Event Countdown)**

•**Final SNS Countdown**: Post final countdown updates leading to the December 1 event. Use Instagram Stories and Twitter for real-time updates, building anticipation.

•**Issue Final Press Release**: Send a final press release to the media, providing the last details about the event.

•**Send Final Email Reminder**: Send a final confirmation email to registered participants, including necessary information for attending the event, access details, and the schedule.

**December 1, 2024: Event Day**

•**Real-Time SNS Posts**: Share event highlights, venue scenes, and the progress of lectures and sessions on social media in real-time. Use Instagram Live and Twitter updates to engage both in-person and online audiences interactively.

•**Media Coverage Support**: Provide on-site support for media representatives and press members, promoting wide coverage of the event.

•**Collect Participant Feedback**: Distribute post-event surveys to participants to gather feedback for improving and enhancing future events.

**KPI (Key Performance Indicators)**

1.**Before the Event**

•**Website Traffic**: Target 10,000 visits per month.

•**Social Media Engagement**: 1,000 engagements (likes, shares, retweets, etc.).

•**Pre-Registration Numbers**: 1,500 registrants (1 week before the event).

2.**On the Event Day**

•**Number of Participants**: 1,000 participants.

•**Booth and Session Participation Rate**: Over 80% attendance rate.

•**Business Contest Entries**: 30 or more entries.

3.**Post-Event**

•**Number of Hashtag Uses on SNS**: Over 500 posts.

•**Media Coverage Articles**: 10 or more media articles published.