EVENT BUDGET

## ISSUED BY

SPACE TRIVANDRUM

## REPRESENTATIVE

SHILPA S NOBLE

space@quietloud.in

+91 8289945825

We have developed a system for event promotion and marketing that has proven successful time and again.This system ensures that we cover all bases in planning an event’s marketing strategy,and that we take advantage of the unique promotion opportunities available to each event.

Pitching WINtensify as a platform for women to meet fellow women leaders and motivators and as a beginning of series or workshops and events all year long to achieve this.

We have created an event budget.

Following are our strategies and the cost expenditure is described.

**PUBLIC RELATIONS**

**We try to cultivate a positive reputation with public through various media like radio,television and press releases.Total estimated cost under Public Relations is Rs 16,500.**

**RADIO**

**By broadcasting pre interviews of Jessy Jacob on RedFM and Radio Mirchi,we can reach a lot of people.Rs 3000 is estimated to be the cost considering Rs 1500 per interview.**

**TELEVISION**

**Event Coverage is assured through Manorama and 24 news channels.Rs 3500 is the estimated cost for this.**

**PRESS RELEASES**

**A large number of audience can be reached through press releases.Total estimated cost is Rs 10,000 considering Rs 1000per article.**

**DÉCOR**

**Decoration for the event is an important aspect of the event.Aesthetics must be carefully managed.Total cost estimated for décor is Rs 6000**

**PHOTOBOOTH**

**Decorations have paved their way for photobooths.For Design and Printing ,the cost estimated is Rs 1000**

**STAGE BACKDROP**

**For additional decorational items like additional linen,balloons,flowers,3-D letters of event the cost estimated is Rs 5000**

**PHOTOGRAPHY**

**Photography has been the major trend to publicise the event more genuinely and to capture the rhythm of the event.Total estimated cost for this is Rs 4000.**

**SOCIAL MEDIA**

Every action, update, post, presentation, picture or video that you upload to social media will have an impact on your online marketing efforts. When a prospective attendee is evaluating whether to purchase a ticket to your event, they will inevitably stumble on what you presented on social media.Total cost estimated here is Rs 7500.

Various social media platforms we will use are:

TWITTER

We will set up a page about the event and also create events in groups.Our team will update and post regularly about events and speakers there.It will cost around Rs 500

FACEBOOK

Similar to twitter,here also we will set up a page about the event.Our team will create events in groups and posts regularly about events and speakers.Cost estimated here is Rs 1000.

YOUTUBE

We are planning about including a promo video a video for the event that will appear more convincing and attractive to the audience.Paid promo is also included.Cost estimated for this is Rs 3000.

INSTAGRAM

Instagram has been a major social media platform to market such events in todays world.We will set up a page that is aesthetically appealing and catchy to the audience and also post regularly about the events and speakers.Cost estimated here is Rs 1000

LinkedIn

LinkedIn marketing, for some reason, always gets overlooked when it comes to social media event marketing. Targeted audience can be well reached through this platform.

LinkedIn has many tools in its bag that can be leveraged for your next event.Our Team will set up the event page,create events in groups and posts regularly about the events and speakers.Total cost estimated for this is Rs 1000.

INFLUENCER MARKETING

 Influencermarketing is also a great strategy to use to create authentic content and get your event in front of a large targeted audience.

We use both the services of instagram and facebook for this.Cost estimated here is Rs 1000

**ADVERTISING**

Event needs to be properly and systematically advertised for reaching the event to the larger audience and also to publicise the event.Total cost estimated here is Rs 9200.

ONLINE

Google Adwords is the most effective way to reach larger and newer audience.Cost estimated here is Rs 1500

PRINT MEDIUMS

We use various print mediums to advertise the event such as flyers,brochures etc

Flyers

Cost estimated for flyers is around Rs 2000 considering Rs 4 per piece and design.We are planning to make 500 pieces.

Brochure

We are planning to make two kinds of brochures-Trifold /Z-fold A6.Cost estimated is Rs 2200.for 100 pieces Rs 900.Budget glossy is 148 gsm

PROMOTIONAL EVENTS

We are also planning to conduct two promotional events.One called Shestories where women who have made a name for themselves come and do talk for a small crowd.another one is a hackathon or similar event for celebrating women in tech.Cost estimated for this is Rs 2000.Venue charges are not applicable.

VOLUNTEERS,EMCEE AND TEAM

We will be arranging 6 volunteers for the event.Total cost estimated for the volunteers,emcee and team is Rs 5000.