

DOCUMENT TITLE: High-Value Event Keywords

PURPOSE: Prioritize "Cool" lifestyle events over boring ones.

--- PRIORITIZE THESE (THE "COOL" LIST) ---

- * "Pop-Up Market"
- * "Food Truck Rally"
- * "Beer Garden"
- * "Grand Opening"
- * "Ribbon Cutting"
- * "Farmers Market Season Opener"
- * "Outdoor Movie Night"
- * "Charity Gala"

--- IGNORE THESE (THE "BORING" LIST) ---

- * "Board Meeting"
- * "Book Club"
- * "Knitting Circle"
- * "Tax Prep Help"
- * "Grief Support Group" (Too sensitive for marketing)