

Project Brief: 2025 Conferences Marketing Campaign

Project Title:

"2025 Conferences Countdown: Plan Your Year"

Project Overview:

The 2025 Conferences Countdown campaign aims to generate buzz and early engagement for a series of conferences and events scheduled for 2025. This campaign will ensure that potential attendees, sponsors and exhibitors are informed well in advance, enabling them to mark their calendars, budget accordingly, and secure their participation. Through a multi-channel approach, we will highlight the unique value of each event and provide compelling reasons for stakeholders to commit early.

Objectives:

1. **Awareness:** Increase awareness of the upcoming conferences, emphasizing their significance and unique offerings.
 2. **Engagement:** Drive engagement through interactive content and early-bird incentives.
 3. **Commitment:** Encourage attendees to save the dates, plan their budgets, and take early action on registration, sponsorship, and exhibition opportunities.
 4. **Brand Positioning:** Position our conferences as must-attend events in their respective fields.
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Target Audience:

1. **Attendees:** NEI membership who have attended conferences in the past three years or are interested in receiving information about our events. Other nuclear energy professionals and professionals in related fields who are likely to benefit from the content and networking opportunities at the conferences.
2. **Sponsors:** Companies and organizations interested in sponsoring high-impact events to enhance their brand visibility and connect with their target audience.

3. **Exhibitors:** Businesses looking to showcase their products or services to a relevant audience.
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Key Messages:

1. **Save the Date:** Highlight the importance of marking these conferences on their calendars well in advance.
 2. **Budget Planning:** Emphasize the need for early budgeting and financial planning to accommodate registration fees, travel, and accommodation.
 3. **Exclusive Opportunities:** Showcase the benefits of early commitment, including early-bird discounts and exclusive sponsorship packages.
 4. **Networking & Learning:** Focus on the unique networking opportunities and the cutting-edge content that will be presented at each conference.
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Campaign Channels:

1. **Email Marketing:**

- **Kickoff Email Series:** A series of announcement emails to key segments detailing the conference dates, locations and benefits.
- **Countdown Emails:** Periodic reminders leading up to registration opening for each conference to keep the events top-of-mind.

2. **Social Media:**

- **Teaser Posts:** Short, engaging posts to build anticipation across platforms (LinkedIn, Twitter, Facebook, Instagram).
- **Video:** Create a series of video teasers showcasing NEI event benefits geared to our various audiences.
- **Countdown Campaign:** Countdowns leading up to registration openings.
- **Live Q&A Sessions:** Interactive sessions with program managers or past speakers, sponsors and exhibitors to provide insights and answer questions.

3. **Website & Blog:**

- **Landing Pages:** Dedicated pages for each conference with detailed information, registration links, and sponsor/exhibitor opportunities. Create a sponsor/exhibitor hub highlighting opportunities.
- **Blog Posts:** Articles highlighting key speakers, sessions, and industry trends related to each conference.

4. **Digital Advertising:**

- **PPC Ads:** Targeted ads on search engines and industry websites to reach professionals actively looking for relevant events.
- **Social Media Ads:** Sponsored posts and targeted ads to boost visibility and engagement.

5. **Traditional Media:**

- **Flyers & Posters:** Distribution at other NEI events and at events that NEI attends.

Timeline:

1. **Initial Planning & Strategy:** August 2024
2. **Initial Content Creation & Design:** September 2024
3. **Campaign Launch:** September-October 2024
4. **Ongoing Content Creation and Design:** October–December 2024
5. **Ongoing Engagement & Reminders:** October 2024 - August 2025
6. **Quarterly Review of Effectiveness:** November 2024; February 2025; May 2025; August 2025

Budget:

1. **Creative Development:** \$0
2. **Digital Advertising:** \$0
3. **Email Marketing:** \$0
4. **Social Media Management:** \$0

5. Traditional Media: \$0

Success Metrics:

(Note: As this is our first campaign of its kind, this is a benchmarking year.)

1. **Email Open Rates:** Target 30% open rate for initial 2025 Conferences Email for attendees; 30% open rate for 2025 Sponsorship and Exhibitor Opportunities Email; and 25% for countdown reminders.
 2. **Email Click Rates:** Target 6% Click Rate for emails
 3. **Social Media Engagement:** Achieve a XX% engagement rate.
 4. **Website Traffic:** Achieve a XX% increase in web traffic prior to the event registration openings
 5. **Registration Numbers:** Achieve a XX% increase in early registrations compared to previous years.
 6. **Sponsorship & Exhibitor Interest:** Secure XX% more sponsors and exhibitors by the end of the campaign.
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Project Team:

1. **Marketing Manager:** Jennifer Maloney
 2. **Conference Manager:** [Name]
 3. **Sponsorship/Exhibits Manager:** Ken Morton
 4. **Digital Media Manager:** [Name]
 5. **Graphic Designer:** [Name]
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Approval:

- **Project Lead:** Jennifer Maloney
- **Marketing Director:** Deb Weiner
- **Conference Director:** Liz Solorzano

This campaign will set the stage for a successful series of conferences in 2025, driving early engagement and positioning our events as essential calendar dates for industry professionals.