

## Event Marketing Toolkit Menu

The Event Marketing Toolkit includes all the tools you'll need to plan, manage and budget events and trade shows. It includes tools for traffic analysis and forecasting, breakeven and ROI analysis of events and templates and GANTT charting tools prefilled with activities for event project management. The toolkit includes HTML tools as well as Word, Excel, and project management templates created with Gantt Project an open source project management software package that is available for Java, Windows, iOS and Linux platforms. The GANTT chart templates can be opened with Microsoft Project or you will need a version of Gantt Project freeware which you can download at [www.ganttproject.biz](http://www.ganttproject.biz).

**Instructions:** Click the hyperlinks next to the tool description to launch a tool. If you select the HTML version, it will open in your default browser. Selecting the Excel, Word or Gantt Projects versions will open it in that application or give you a choice to open the file with one of those applications.

### Table of Tools

Name	Description	Versions
<b>Event Trade Show Marketing Tools</b>		
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Trade Show Event Attendance Calculator	Use the Event / Tradeshow Attendance Calculator to help you calculate the potential audience or buyers that will visit your organization at an event or conference. It will help you in planning your staffing, marketing collateral and incentives requirements for the event.	<a href="#">HTML</a> <a href="#">Excel</a>
Trade Show Event Breakeven ROI Calculator	Use the Tradeshow ROI & Breakeven Calculator tool to calculate the breakeven and ROI for a trade show, event or conference, with or without the costs associated with having a booth at the event.	<a href="#">HTML</a> <a href="#">Excel</a>
Event Marketing Brief Template	Use the event marketing brief template to help you prepare an event brief for a specific business show or event.	<a href="#">HTML</a> <a href="#">Word</a>
Event Planning Checklist Template	Use this 14-page template will guide you through every activity necessary to execute an event, conference or trade show. Sections in the template include: starting checklist, accommodations, transportation, registration, speaker, meeting facilities, speakers, entertainment activities, and more.	<a href="#">HTML</a> <a href="#">Word</a>
Marketing Seminar/Webinar Plan Project Template	Use this Gantt Chart template to layout your marketing seminar (webinar) plans. By default, the chart is already filled out with tasks that typically need to be performed for such a launch. You can eliminate or add tasks and set up the appropriate timing and also the persons responsible for each task. You will need a version of Gantt Project freeware which you can download at <a href="http://www.ganttproject.biz">www.ganttproject.biz</a> or Microsoft project to open this template. <b>Note: To launch this template, you must have Gantt Project or Microsoft Project installed. Then open the toolkit folder and double click the file to open it.</b>	<a href="#">Gantt Project</a>
Marketing Event Planning Project Template - GANTT Chart	Use this Gantt Chart template to layout your event marketing plans. By default, the chart is already filled out with tasks that typically need to be performed for such a launch. You can eliminate or add tasks and set up the appropriate timing and also the persons responsible for each task. You will need a version of Gantt Project freeware which you can download at <a href="http://www.ganttproject.biz">www.ganttproject.biz</a> or Microsoft project to open this template. <b>Note: To launch this template, you must have Gantt Project or Microsoft Project installed. Then open the toolkit folder and double click the file to open it.</b>	<a href="#">Gantt Project</a>

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