

25TH ANNIVERSARY PLANNING

COMMUNICATION PLAN

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Plan

GOGO Events is proud to announce a landmark celebration marking our **25th anniversary**. This special event will be a **Spring party in September 2025** that honors a quarter-century of excellence in sustainable event management. The evening will feature three key highlights:

First, we'll take attendees on a journey through GOGO Events' 25-year history of innovation and success.

Second, we'll unveil our redesigned logo, symbolizing our evolution and vision for the future.

Lastly, we'll host a fundraising initiative for the GOGO Foundation, reinforcing our commitment to social impact.

This party will bring together clients, partners, employees, and community leaders for an unforgettable night of reflection, recognition, and forward-looking vision while showcasing our continued dedication to sustainable and socially responsible event practices.

Project Overview

Gogo Events is celebrating a remarkable milestone - its 25th anniversary in the events industry. This momentous occasion calls for a comprehensive communication strategy commemorating the company's rich history and setting the stage for its future growth and success. The following plan outlines a cohesive approach to promotional activities, social media engagement, public relations initiatives, and a timeline for implementation, ensuring maximum visibility and resonance with the target audience across various platforms.

Brand Messaging

- A distinctive logo and visual identity incorporating Gogo Events' existing branding elements while highlighting the anniversary theme.
- A tagline or slogan encapsulating the company's values, achievements, and commitment to excellence over the past 25 years. Or bringing the old tagline “Creating Wow Beyond the Now” back.
- A brand style guide outlining the appropriate use of colors, fonts, and imagery across all communication channels.

The core messaging will emphasize Gogo Events Adelaide's journey, milestones, and impact on the local events industry, highlighting its vision for the future and dedication to delivering exceptional experiences.

Promotional Activities

To generate buzz and excitement, a multi-faceted promotional campaign will be executed:

- **Anniversary Website:** A dedicated microsite or an additional tab in the official website solely dedicated to the 25th anniversary can be created which will act as a central hub for all anniversary-related information, event details, company history, testimonials, and multimedia content.
- **Email Marketing:** Targeted email campaigns segmented based on the company's client database and industry contacts, promoting events, sharing nostalgic moments, and encouraging engagement through contests and giveaways.
- **Direct Mail:** Personalized direct mail pieces, such as invitations and commemorative brochures, can be sent to key stakeholders, clients, and industry influencers, fostering exclusivity and anticipation.

Social Media Engagement

Platform	Pre-Event Content/ Strategies	During-Event Content/ Strategies	Post-Event Content/ Strategies
Facebook	<ul style="list-style-type: none">• Countdown posts with historical highlights• Behind-the-scenes event prep videos• Teasers of the event• Contests/ giveaways for free tickets	<ul style="list-style-type: none">• Live videos from the event• Photo albums from the celebration• Facebook Story highlights	<ul style="list-style-type: none">• Event recap video• User-generated content highlights• Testimonial posts from attendees• Promotion of next year's event
Instagram	<ul style="list-style-type: none">• Visually appealing countdown posts• Sneak peek Instagram Reels• Influencer takeovers to build hype• Branded Instagram filters/stickers	<ul style="list-style-type: none">• Instagram Live streams• Instagram Stories from the event• Attendee photo re-shares• Behind-the-scenes Instagram Reels	<ul style="list-style-type: none">• Instagram Reel with event highlights• "Best of" photo collages• Soliciting testimonials via Instagram Stories• Teasing next year's event

Social Media Engagement

Platform	Pre-Event Content/ Strategies	During-Event Content/ Strategies	Post-Event Content/ Strategies
LinkedIn	<p>Spotlights on event speakers/ exhibitors</p> <p>Sharing event partnership announcements</p>	<ul style="list-style-type: none">• Live updates from the event floor	<ul style="list-style-type: none">• Post-event professional networking• Recaps from company leadership• Promoting continued industry discussions

