



Ultimate Event Planning & Marketing Guide

McKinney Media LLC

Prepared by: Carter McKinney, Founder & CEO

Version 3.0 | February 2026

Bethlehem, Pennsylvania

Introduction

This guide represents McKinney Media's institutional approach to event excellence, combining strategic marketing, operational precision, and community engagement to deliver experiences that connect people, brands, and stories.

Whether you're planning a 30-person workshop or a 500+ attendee festival, this framework ensures consistency, scalability, and measurable results across every event we produce or support.

Part 1: Strategic Foundation

1.1 Event Overview & Classification

Event Name:

Event Type: (Select one)

- ☐ Educational Workshop/Class
- ☐ Vendor Market/Expo
- ☐ Networking Mixer
- ☐ Gala/Fundraiser

- ☐ Brand Activation
- ☐ Festival/Community Celebration
- ☐ Internal/Corporate Event

Date & Time:

Venue & Address:

Event Tier: (Select one based on attendance)

- ☐ Micro (10-30)
- ☐ Small (31-75)
- ☐ Medium (76-150)
- ☐ Large (151-300)
- ☐ XL (301-500)
- ☐ Festival (501-1000)
- ☐ Mega (1000+)

Host/Partner Organization: -----

Primary Goal: (Select all that apply)

- ☐ Brand Exposure
- ☐ Lead Generation
- ☐ Direct Sales/Revenue
- ☐ Community Building
- ☐ Education/Training
- ☐ Relationship Development

Expected Attendance:

Key Contact Information:

- **Venue Contact:**

- **Event Host:**

- **Emergency Contact:**

Theme & Experience Goal: Describe the intended feeling, energy, or key takeaway:

1.2 Objectives & Success Metrics

Set measurable goals that can be evaluated within 48 hours post-event.

Revenue Targets:

- **Total Revenue Goal:** \$ _____
- **Average Transaction Value:** \$ _____
- **Conversion Rate Target:** _____ %
- **Upsell/Combo Rate:** _____ %

Engagement Targets:

- **Total Attendees:** _____
- **Lead Capture Goal:** _____
- **Email List Growth:** _____
- **Social Media Mentions:** _____
- **Post-Event Follow-Up Rate:** _____ %

Sponsor/Partner Targets:

- **Sponsor Revenue:** \$ _____
- **Vendor/Exhibitor Participation:** _____
- **Partnership Activations:** _____

Leadership Notes: Every KPI must be specific, measurable, and assigned to a team member for tracking.

1.3 Audience Profile

Primary Target Audience: (e.g., small business owners, young professionals, families, creatives)

Demographics:

- Age Range: _____
- Income Level: _____
- Professional/Interest Focus: _____

Attendee Motivations: What problems are they solving or goals are they pursuing by attending?

Tone & Communication Style:

- ☐ Professional/Corporate
- ☐ Friendly/Casual
- ☐ Celebratory/Energetic
- ☐ Educational/Informative

Primary Value Propositions: What makes this event unmissable?

1. _____
 2. _____
 3. _____
-

Part 2: Financial Planning & Budgeting

2.1 Budget Framework

Lock 80–90% of committed spending 4 weeks prior to the event date.

Revenue Streams:

- Ticket Sales: \$ _____
- Sponsorships: \$ _____
- Vendor Fees: \$ _____
- Product/Service Sales: \$ _____

- Other: \$ _____
- Total Projected Revenue: \$ _____

Expense Categories:

Category	Budget	Actual	Variance
Venue & Rentals	\$ _____	\$ _____	\$ _____
Food & Beverage	\$ _____	\$ _____	\$ _____
Entertainment/Speakers	\$ _____	\$ _____	\$ _____
Décor & Production	\$ _____	\$ _____	\$ _____
Staffing & Security	\$ _____	\$ _____	\$ _____
Marketing & Promotion	\$ _____	\$ _____	\$ _____
Photography/Videography	\$ _____	\$ _____	\$ _____
Vendor Management	\$ _____	\$ _____	\$ _____

Insurance & Permits \$_____ \$_____ \$_____

Contingency (10-15%) \$_____ \$_____ \$_____

TOTAL EXPENSES \$_____ \$_____ \$_____

Projected Net: \$_____

Part 3: Marketing & Promotion Strategy

3.1 Marketing Timeline & Cadence

Minimum Campaign Duration: 4-6 weeks

Timeline Breakdown:

6-8 Weeks Out:

- ☐ Design event flyer (Canva)
- ☐ Create EventBrite listing with registration
- ☐ Set up Facebook Event page
- ☐ Initial social media announcement
- ☐ Submit to community calendars (Bethlehem, Discover Lehigh Valley, Valley Ledger)
- ☐ Begin sponsor/partner outreach

4-6 Weeks Out:

- ☐ Launch email campaign (every Friday at 8:00 AM)
- ☐ Press release distributed to media outlets
- ☐ Social media content calendar activated (3-4 posts/week)
- ☐ Paid advertising (if applicable)
- ☐ Partner cross-promotion begins

- ☐ Print flyers distributed to community hubs

2-3 Weeks Out:

- ☐ Increase social media frequency (daily posts)
- ☐ Venue walkthrough video posted
- ☐ Vendor/speaker spotlights
- ☐ Text message campaign begins (1 week, 3 days, day-of)
- ☐ Second press push to local media
- ☐ Countdown content strategy

Final Week:

- ☐ Daily email reminders (72h, 48h, 24h, day-of)
 - ☐ Daily social media posts (Instagram, Facebook, LinkedIn, TikTok)
 - ☐ Text message reminders (3 days, day-of)
 - ☐ Street team activation (if applicable)
 - ☐ Final vendor confirmations
-

3.2 Platform-Specific Strategies

Email Marketing:

- **Frequency:** Every Friday at 8:00 AM + intensive cadence final week
- **Subject Line Formula:** [Urgency/Benefit] + [Event Name] + [Date/CTA]
- **Content Structure:**
 - Opening hook (why this matters now)
 - Event details (what, when, where)
 - Social proof (who's attending, speaking, sponsoring)
 - Clear CTA button
 - P.S. with urgency or bonus

Social Media:

- **Instagram:** Stories daily, feed posts 3-4x/week, Reels 2x/week
- **Facebook:** Event page updates, group shares, partner tagging
- **LinkedIn:** Professional events, business mixers, educational content
- **TikTok:** Behind-the-scenes, trending audio, countdown content

Content Mix (60/30/10 Rule):

- **60% Educational/Informative (what attendees will gain)**
- **30% Engagement/Community (who's involved, testimonials)**
- **10% Direct Sales/Registration (urgency, scarcity, offers)**

SMS/Text Marketing:

- **1 Week Out: "You're registered for [Event] on [Date]! Here's what to expect..."**
 - **3 Days Out: "Only 3 days until [Event]! Final spots available. [Link]"**
 - **Day Of: "[Event] starts at [Time] today! Address: [Location]. See you there!"**
-

3.3 Media Outreach

Local Media Contacts:

Print & Online:

- **The Morning Call (Events Editor)**
- **Lehigh Valley Live**
- **Lehigh Valley News**
- **The Valley Ledger: https://www.thevalleyledger.com/?page_id=5019**

Broadcast:

- **WFMZ (Local TV)**
- **iHeartMedia Lehigh Valley (Radio)**

Community & Tourism:

- **Discover Lehigh Valley**
Contact: Mary Coryell, Partnership Coordinator
mary@discoverlehighvalley.com
Portal: <https://discoverlehighvalley.extranet.simpleviewcrm.com/login>

Chambers & Business:

- **Greater Lehigh Valley Chamber of Commerce**
- **Bethlehem Chamber**
- **Allentown Chamber**

- **Easton Chamber**

Municipal:

- **City of Bethlehem:** <https://www.bethlehempa.org/submit-your-events/>
- **City of Allentown**
- **City of Easton**

Press Release Template:

None

FOR IMMEDIATE RELEASE

[Headline: Action-Oriented, Benefit-Driven]

BETHLEHEM, PA – [Date] – [Opening paragraph: What's happening, when, where, why it matters]

[Second paragraph: Details about the event, unique elements, what attendees will experience]

[Third paragraph: Quote from organizer or notable participant]

[Fourth paragraph: Registration information, pricing, special offers]

For more information or to register, visit [URL] or contact [Name] at [Email/Phone].

###

3.4 Community Outreach

Physical Distribution Locations:

- **Community centers (Bethlehem, Allentown, Easton)**
- **Public libraries (all branches)**
- **Coffee shops and local businesses**
- **College campuses (Lehigh, Lafayette, Moravian, Penn State Lehigh Valley)**
- **Gyms and recreational facilities**
- **Churches and faith-based organizations**
- **Co-working spaces**

Partnership Opportunities:

- **Cross-promotion with complementary businesses**
- **Venue partnerships for future events**
- **Educational institution collaborations**
- **Chamber of Commerce member networks**
- **Industry associations**

Part 4: Sponsorship & Revenue Development

4.1 Sponsorship Tiers

Gold Sponsor (\$2,500+)

- **Logo placement on all marketing materials**
- **Speaking opportunity (5-10 minutes)**
- **VIP tickets (4-6)**
- **Social media spotlight (dedicated post)**
- **Booth/table space (premium placement)**
- **Mention in all press releases**
- **Post-event attendee list (with permission)**

Silver Sponsor (\$1,000-\$2,499)

- **Logo on event materials**
- **Event tickets (2-4)**
- **Social media mentions**
- **Booth/table space**
- **Inclusion in thank-you campaigns**

Bronze Sponsor (\$500-\$999)

- **Logo on select materials**
- **Event tickets (2)**
- **Social media tag**
- **Name recognition in program**

Benefits Summary for Sponsors:

- **Brand visibility to [target audience]**
- **Direct engagement with [number] qualified attendees**
- **Association with McKinney Media institutional brand**
- **Community goodwill and local market presence**
- **Content for sponsor's own marketing (photos, testimonials)**

4.2 Vendor Management

Vendor Application Process:

1. **Create application/intake form (Google Form or TypeForm)**
2. **Require signed contract (deliverables, payment terms, insurance)**
3. **Collect 50% deposit upon acceptance**

4. Confirmation check-ins: 8 weeks, 4 weeks, 2 weeks
5. Final load-in details: 1 week prior

Vendor Categories:

- Catering & Bartending
- Audio/Visual & Lighting
- Décor & Floral
- Furniture & Rentals
- Security & Staffing
- Photography & Videography (McKinney Media)
- Printing & Signage
- Entertainment & Performers

Vendor Contract Must Include:

- Scope of services/deliverables
- Load-in and breakdown times
- Payment schedule and terms
- Insurance requirements
- Cancellation policy
- Emergency contact information

Part 5: Team Structure & Operations

5.1 Team Roles & Responsibilities

Role	Responsibilities	Assigned To
Event Director/Producer	Overall strategy, budget oversight, stakeholder communication	----- ---

Chief of Events	Operational lead, team briefings, day-of coordination	----- ---
Registration Lead	Check-in, ticketing, guest list management	----- ---
Vendor Liaison	Vendor coordination, logistics, troubleshooting	----- ---
Stage/Program Manager	Timing, speaker coordination, program flow	----- ---
Hospitality Lead	VIP experience, speaker support, special accommodations	----- ---
Sales/Engagement Lead	Guest interactions, package sales, lead capture	----- ---
Marketing Lead	Content capture, social media, live coverage	----- ---
Volunteers/Assistants	Setup, breakdown, assigned shift duties	----- ---

Operational Guidelines:

- **Staff rotations every 2 hours for energy management**

- Clear coverage plan for meal breaks
 - No phones in guest-facing zones unless for work purposes
 - Team communication via group chat or walkie-talkies
-

5.2 Dress Code & Professional Standards

McKinney Media Team Attire:

- Branded McKinney Media shirt or polo
- Dark jeans or black slacks
- Closed-toe shoes (comfortable for long periods)
- Minimal jewelry
- Name badge (if provided)

Grooming & Presentation:

- Clean, camera-ready appearance
- Professional hairstyle
- Light, natural makeup (if applicable)

Behavioral Standards:

- 10-4 Rule: Smile and greet anyone within 10 feet, make eye contact with anyone within 4 feet
 - Positive, confident, energetic tone at all times
 - Proactive problem-solving mindset
 - No complaining or negative talk in guest areas
 - Handle all guest concerns with empathy and solutions
-

5.3 Messaging & Brand Voice

Core McKinney Media Statement: *"McKinney Media is a creative institution specializing in photography, videography, and experiential marketing that connects people, brands, and stories."*

Signature Tagline: *"You have a story, let us help you tell it!"*

Brand Differentiators:

- **Experience-driven creative production**
- **Institutional credibility with government and media recognition**
- **Fast turnaround and consistent quality**
- **Community-first storytelling approach**
- **Multi-service creative solutions under one roof**

Conversation Starters:

- **"What brings you here today?"**
 - **"Are you familiar with McKinney Media?"**
 - **"Would you like to capture some photos while you're here?"**
 - **"We have a few different package options—let me show you what's most popular."**
-

Part 6: Sales & Guest Experience

6.1 Sales Strategy & Package Structure

Core Offerings (Example – Adjust per Event):

Package	Description	Price
Digital Trio	3 professionally edited digital photos, instant delivery	\$25
Print & Frame	1 glass-framed print (8x10), branded McKinney frame	\$20

Combo (Most Popular)	3 digitals + 1 framed print	\$45
-----------------------------	------------------------------------	-------------

Upsells & Add-Ons:

- **Video Clip (15-30 sec): +\$15**
- **Photo Album/Collage: +\$30**
- **Premium Print Upgrade (11x14): +\$10**
- **Same-Day Rush Delivery: +\$10**

The Three-Option Close: Present every guest with three clear choices to guide decision-making:

1. **Entry option (Digital Trio - \$25)**
2. **Most Popular (Combo - \$45) ← Guide here**
3. **Premium option (Combo + Video - \$60)**

Engagement Flow:

1. **Greet & Qualify: "Hey! What brings you to the event today?"**
2. **Personalize: "Are you looking for personal photos, or is this for your business?"**
3. **Present Options: "We have a few ways we can help you..."**
4. **Recommend: "Most people go with the Combo because..."**
5. **Handle Objections: Price → Value. Time → Speed. Quality → Portfolio.**
6. **Close: "Would you like to do that now, or after you check out the rest of the event?"**
7. **Process & Delight: Fast checkout, friendly delivery, exceed expectations.**

6.2 Lead Capture & Follow-Up

Lead Capture Methods:

- **Digital form on iPad/tablet**
- **Physical sign-up sheet (backup)**
- **Business card collection**

- **QR code for self-service opt-in**

Information to Collect:

- **Full name**
- **Email address**
- **Phone number (optional but valuable)**
- **Business/Organization (if applicable)**
- **Interest area (photography, videography, marketing, events, education)**

Post-Event Follow-Up Sequence:

Within 24 Hours:

- **Deliver all purchased photos/videos**
- **Send thank-you email to all attendees**
- **Upload leads to CRM (HubSpot, Monday.com, or spreadsheet)**

Day 2-3:

- **Team debrief and metrics review**
- **Sponsor/partner thank-you messages**
- **Social media recap post with highlights**

Day 4-7:

- **Send feedback survey to attendees**
- **Begin nurture sequence for leads (educational content, special offers)**
- **Follow up with hot leads (expressed interest in services)**

Week 2-4:

- **Case study or blog post from the event**
- **Share testimonials and social proof**
- **Invitation to next event or relevant offering**

Part 7: Event Setup & Logistics

7.1 Equipment & Materials Checklist

Photography/Videography:

- ☐ DSLR/Mirrorless cameras (2+ bodies)
- ☐ Lenses (wide, portrait, zoom)
- ☐ Lighting equipment (speedlights, LED panels)
- ☐ Tripods and stabilizers
- ☐ Extra batteries (fully charged)
- ☐ Memory cards (multiple, formatted)
- ☐ Laptop for immediate editing
- ☐ Portable hard drive for backup

Sales & Registration:

- ☐ iPad/tablet with Square or payment app
- ☐ Card reader and backup
- ☐ Cash box with change (\$200 recommended)
- ☐ Receipt printer or digital receipt system
- ☐ Lead capture form/device

Marketing & Branding:

- ☐ Branded tablecloth
- ☐ Banner/backdrop (with McKinney Media branding)
- ☐ Business cards (500+)
- ☐ Flyers and promotional materials
- ☐ Acrylic sign holders
- ☐ QR code displays
- ☐ Sample prints or portfolio

Production & Setup:

- ☐ 6-8 ft tables (quantity based on needs)
- ☐ Chairs (if applicable)
- ☐ Extension cords and power strips
- ☐ Gaff tape and zip ties
- ☐ Cleaning supplies
- ☐ Trash bags
- ☐ First aid kit
- ☐ Tool kit (screwdrivers, scissors, etc.)

Hospitality:

- [] Water and refreshments for team
 - [] Snacks for long events
 - [] Portable phone chargers
-

7.2 Vendor Table Setup (McKinney Media Standard)

Visual Presentation:

- 6–8 ft table with branded cloth (full coverage to floor)
- Symmetrical layout with clear sections:
 - Left: Marketing materials, QR codes, examples
 - Center: iPad for transactions, featured print/frame display
 - Right: Business cards, additional samples
- Hide all storage, bags, and personal items beneath table
- Maintain wireless readiness (hotspot or venue WiFi confirmed)

Display Elements:

- Hero print or portfolio piece in premium frame
- Digital slideshow on tablet (if space allows)
- Acrylic holders for pricing and package info
- Branded banners or backdrop behind table
- Minimal clutter—polished and inviting

Tech Setup:

- Power access confirmed 48 hours in advance
 - Backup battery packs fully charged
 - Payment system tested before doors open
 - Cloud backup enabled for all captured media
-

Part 8: Risk Management & Contingency Planning

8.1 Contingency Matrix

Risk Category	Potential Issue	Contingency Plan
Weather	Rain/snow for outdoor event	Indoor backup venue confirmed, tent rental on standby
Equipment Failure	Camera/tech malfunction	Backup cameras, batteries, SD cards in kit
Payment System	WiFi/card reader failure	Cash box ready, manual invoice with Cash App QR backup
Low Attendance	Below projections	Pivot to intimate experience, extend promotions, analyze for future
High Traffic	Overwhelming demand	Queue management roles assigned, additional staff on call
Vendor No-Show	Key vendor cancels	Backup vendor list with 24-hour contacts
Medical Emergency	Injury or health incident	First aid trained staff, emergency contacts posted, venue protocol
Data Loss	Technology failure	Real-time cloud upload, duplicate SD cards, external backup drive

Insurance & Permits:

- ☐ **General liability insurance confirmed**
 - ☐ **Venue insurance requirements met**
 - ☐ **Alcohol permits (if applicable)**
 - ☐ **Music licensing (BMI/ASCAP if applicable)**
 - ☐ **Health permits for food service**
-

Part 9: Event Day Execution

9.1 Pre-Event Briefing (30 Minutes Before Doors)

Led by: Chief of Events or Event Director

Agenda:

- 1. Event Overview & Goals (5 min)**
 - **Purpose, expected attendance, key objectives**
 - 2. Team Roles & Rotations (5 min)**
 - **Confirm assignments, coverage plans**
 - 3. Sales Practice (5 min)**
 - **Quick role-play of guest interactions and three-option close**
 - 4. Setup Review (5 min)**
 - **Walk the space, confirm all stations ready**
 - 5. KPI Recap (5 min)**
 - **Revenue targets, lead goals, conversion expectations**
 - 6. Q&A & Team Huddle (5 min)**
 - **Address concerns, final energy boost**
-

9.2 Run of Show & Guest Flow

Standard Guest Journey:

- 1. Entrance/Check-In → Warm greeting, name badge or wristband**
- 2. Welcome/Orientation → Brief overview of event layout and offerings**
- 3. Engagement/Activation → Photos, networking, vendor interactions**

4. **Purchase/Lead Capture** → Checkout process or information exchange
5. **Delivery** → Immediate product delivery or email confirmation
6. **Thank You & Exit** → Personal send-off, invitation to follow on social media

Program Flow (Sample Event):

- **6:00–6:15 PM: Doors open, check-in, welcome reception**
 - **6:15–6:30 PM: Opening remarks, sponsor acknowledgment**
 - **6:30–7:30 PM: Main program (networking, photo activations, vendor browsing)**
 - **7:30–7:45 PM: Raffle or giveaway drawings**
 - **7:45–8:00 PM: Closing remarks, final photo opportunities**
 - **8:00 PM: Event ends, team breakdown begins**
-

Part 10: Post-Event Excellence

10.1 Immediate Post-Event (24 Hours)

Deliverables:

- **[] All purchased photos/videos delivered to customers**
- **[] Thank-you email sent to all attendees**
- **[] Social media recap post published**
- **[] Leads uploaded to CRM with tags and notes**
- **[] Sponsors sent thank-you message with preliminary metrics**
- **[] Team group message: "Great work today! Debrief scheduled for [date/time]"**

Quick Metrics Snapshot:

- **Total attendance: _____**
 - **Revenue generated: \$_____**
 - **Average transaction: \$_____**
 - **Leads captured: _____**
 - **Social media reach/engagement: _____**
-

10.2 Post-Event Debrief (Within 72 Hours)

Debrief Facilitated by: Chief of Events or Event Director

Discussion Points:

- 1. What Went Well?**
 - Celebrate specific wins and individual contributions
- 2. What Could Be Improved?**
 - Honest assessment without blame
- 3. KPI Review**
 - Did we hit our targets? Why or why not?
- 4. Guest Feedback**
 - Share survey responses and testimonials
- 5. Vendor Performance**
 - Evaluate partnerships for future collaboration
- 6. Lessons Learned**
 - Actionable takeaways for next event

Team Survey Questions:

- How prepared did you feel? (1-5 scale)
 - Were your roles and responsibilities clear?
 - What tools or support would have helped you succeed?
 - How would you rate your overall experience? (1-5 scale)
 - What should we do differently next time?
-

10.3 Long-Term Follow-Up & Relationship Building

Week 2-4:

- Publish case study or blog post featuring event highlights
- Share professional photos and videos across marketing channels
- Begin nurture campaign for captured leads
- Follow up with hot prospects for consultation or services
- Send personalized messages to VIPs and key stakeholders

Monthly:

- **Include event attendees in relevant email campaigns**
- **Invite to future events or educational content**
- **Request testimonials and reviews from satisfied customers**

Quarterly:

- **Analyze event data for trends and patterns**
 - **Update this guide based on real-world learnings**
 - **Build institutional case studies showcasing McKinney Media's event excellence**
-

Part 11: Event Speaker & VIP Management

11.1 Speaker Coordination

Speaker Selection Criteria:

- **Expertise relevant to event theme**
- **Strong communication skills and stage presence**
- **Alignment with McKinney Media values and brand**
- **Audience appeal and credibility**

Speaker Invitation Process:

1. **Formal invitation via email (6-8 weeks out)**
2. **Confirm topic, duration, and format**
3. **Gather bio, headshot, and AV requirements**
4. **Contract or agreement signed (if compensated)**
5. **Check-in at 4 weeks, 2 weeks, 1 week**
6. **Tech rehearsal day before or morning of**
7. **Day-of green room coordination and hospitality**

Speaker Deliverables:

- **Presentation slides (if applicable) 48 hours in advance**
- **Bio and headshot for promotional materials**
- **Social media handles for tagging**
- **Post-event content permission**

11.2 VIP Guest Experience

VIP Identification:

- **High-profile community leaders**
- **Major sponsors or partners**
- **Media representatives**
- **Influential social media personalities**
- **Special invited guests**

VIP Experience Elements:

- **Reserved seating or dedicated area**
- **Priority check-in with concierge service**
- **Complimentary refreshments or gift**
- **Personal introduction to event host/team**
- **Dedicated photographer for private moments**
- **Post-event thank-you gift or follow-up**

VIP Coordinator Role:

- **Point person for all VIP needs**
 - **Pre-event communication and confirmation**
 - **Day-of personal greeting and escort**
 - **Troubleshooting and white-glove service**
-

Part 12: McKinney Media Excellence Standards

The McKinney Media Promise

Every event we produce or participate in upholds these institutional standards:

- 1. Begin with Budget + Timeline**
 - **Financial clarity and realistic timelines set before any execution**
- 2. Lock Logistics Early**
 - **All vendors and key logistics confirmed 4 weeks prior**
- 3. Diversify Marketing**

- Digital + physical + community engagement across all channels
 - 4. Build Redundancy**
 - Backup plans for ticketing, staffing, AV, and payments
 - 5. Integrate Community**
 - Every event strengthens McKinney Media's regional relationships
 - 6. Treat Every Event as a Case Study**
 - Capture data, testimonials, and visual assets for institutional growth
 - 7. Exceed Expectations**
 - Deliver more value than promised, every single time
 - 8. Document & Improve**
 - Every event makes the next one better through systematic learning
-

Part 13: Templates & Resources

13.1 Email Templates

Initial Announcement Email

None

Subject: You're Invited: [Event Name] on [Date]

Hi [First Name],

You're invited to [Event Name]—[one-line description of what makes this event unique].

 **When: [Date & Time]**

 Where: [Venue Name & Address]

 Tickets: [Price/Link]

[2-3 sentences about what attendees will experience, learn, or gain]

[Social proof: who's attending, speaking, or sponsoring]

[Clear CTA button: Register Now]

We'd love to see you there.

[Your Name]

McKinney Media

P.S. [Urgency or bonus offer]

Final Reminder Email (Day Before)

None

Subject: Tomorrow: [Event Name] at [Time]

Hi [First Name],

Just a quick reminder—[Event Name] is tomorrow at [Time]!

 **Location: [Venue Name & Address]**

 **Parking: [Instructions]**

 **Doors Open: [Time]**

What to expect:

- [Key highlight 1]
- [Key highlight 2]
- [Key highlight 3]

See you there!

[Your Name]

McKinney Media

P.S. Bring a friend—[any last-minute offer or detail]

13.2 Social Media Caption Templates

Instagram Announcement Post:

None

[Event Name] is happening [Date]! 🎉

[2-3 sentences about what makes this unmissable]

 [Date & Time]

 [Venue]

 Link in bio

Tag someone who needs to be there 🙌

#McKinneyMedia #[EventHashtag] #[LocationHashtag]
#[IndustryHashtag]

Instagram Story Templates:

- Countdown sticker (daily in final week)
- Poll: "Who's coming to [Event]?"
- Question box: "What are you most excited about?"
- Link sticker to registration page

LinkedIn Event Post:

None

Excited to announce [Event Name] on [Date].

[Professional description of event purpose and audience]

This event brings together [target audience] for [key benefit/outcome].

Featured speakers/partners:

- [Name, Title]

- [Name, Title]

Register: [Link]

Looking forward to connecting with the [industry/community] on [Date].

13.3 Feedback Survey Template

Post-Event Survey (Google Form or TypeForm):

1. How did you hear about this event?
 - Social media
 - Email
 - Word of mouth
 - Partner/sponsor
 - Other
2. On a scale of 1-5, how would you rate the overall event experience?
 - 1 (Poor) to 5 (Excellent)
3. What was the best part of the event?
 - Open response
4. What could we improve for next time?

- **Open response**
- 5. How likely are you to attend future McKinney Media events?**
 - **Very likely / Somewhat likely / Neutral / Unlikely**
- 6. Would you recommend this event to a colleague or friend?**
 - **Yes / No / Maybe**
- 7. Are you interested in learning more about McKinney Media's services?**
 - **Photography / Videography / Marketing / Events / Education / No thanks**
- 8. Any additional comments or feedback?**
 - **Open response**

Thank you! Your feedback helps us create even better experiences.

Places to post events: <https://figlehighvalley.com/submit-event/>

Free Event-Posting Links

Local Lehigh Valley Calendars

- 1. Discover Lehigh Valley — Submit an Event**
<https://www.discoverlehighvalley.com/events/share-your-event/>
 Submit at least three business days before the event.
- 2. Lehigh Valley Style — Free Event Calendar**
<https://lehighvalleystyle.com/promote-your-event-for-free/>
 Free listings are generally reviewed within 24–48 hours. Ignore the optional paid promotion offers unless needed.
- 3. LehighValleyNews.com — Community Calendar**
<https://www.lehighvalleynews.com/community-calendar>
 Use the calendar's event-submission option.
- 4. Fig Lehigh Valley — Submit an Event**
<https://figlehighvalley.com/submit-event/>
 Submit at least one week in advance. Listings require approval.
- 5. Lehigh Valley Alive — Event Calendar**
<https://lehighvalleyalive.com/event-calendar.cfm>
- 6. WFMZ Community Calendar**
<https://www.wfmz.com/community/calendar/>
- 7. The Morning Call Events Calendar**
<https://www.mcall.com/things-to-do/events/>
- 8. Lehigh Valley Chamber Events Calendar**
<https://www.lehighvalleychamber.org/events/>
 Best for Chamber-hosted, Chamber-member or business-community events.

9. **Patch — Bethlehem**
<https://patch.com/pennsylvania/bethlehem/calendar>
10. **Patch — Allentown**
<https://patch.com/pennsylvania/allentown/calendar>
11. **Patch — Easton**
<https://patch.com/pennsylvania/easton/calendar>

Major Event Platforms

12. **Facebook Events**
<https://www.facebook.com/events/create/>
13. **LinkedIn Events**
<https://www.linkedin.com/events/>
14. **Eventbrite — Create an Event**
<https://www.eventbrite.com/manage/events/create>
15. **Luma — Create an Event**
<https://lu.ma/create>
16. **Partiful — Create an Event**
<https://partiful.com/create>
17. **Meetup — Create a Group or Event**
<https://www.meetup.com/start/>
18. **Nextdoor — Post an Event**
<https://nextdoor.com/>

Community Distribution

19. **Reddit — Lehigh Valley**
<https://www.reddit.com/r/lehighvalley/>
20. **Google Business Profile**
<https://business.google.com/>
Post the event as an update from the McKinney Media or venue profile.
21. **AllEvents.in — Add an Event**
<https://allevents.in/add-event>
22. **Eventful-style local discovery through Evvnt**
<https://evvnt.com/>
Some publishers use Evvnt for free basic calendar submissions, although paid syndication may be offered afterward.

Best Posting Order

For each Headshot Happy Hour, McKinney School class or Entrepreneurs' Club event, prioritize:

McKinney Media website → Eventbrite → Facebook Event → LinkedIn Event → Discover Lehigh Valley → Lehigh Valley Style → LehighValleyNews.com → Fig Lehigh Valley → Patch → local Facebook groups.

Conclusion

This guide represents the culmination of McKinney Media's event experience—refined through dozens of successful activations across Pennsylvania and the Lehigh Valley region.

Whether you're planning your first workshop or your fiftieth festival, these systems ensure consistency, quality, and measurable success.

Every event is an opportunity to strengthen relationships, build community, and tell stories that connect.

Let's create something unforgettable.

McKinney Media LLC

You have a story, let us help you tell it!

Bethlehem, Pennsylvania

www.mckinneymedia.com

Document Version: 3.0 (February 2026)

Prepared by: Carter McKinney, Founder & CEO

Contributors: Labrel McBride (Chief of Events), Ashley Pizarro (Sales Strategy Lead)