



Growing Events



Western Cape
Government

Events Incubation Conference

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GROUP ACTIVITY QUESTIONS AND FEEDBACK

**P IS FOR THE “PROMOTION” PART OF YOUR
“MARKETING MIX”**

Question 1

How can the host destination be used to leverage your brand?

Presenter: *Ms Libby Ferrandi*



Using the host destination to leverage your brand (1)

Capitalise on its unique attributes

- Look for known and unknown / intriguing attributes
- Link the unique host destination strengths to your event –
 - food? local wildlife? a catch-phrase?
- Link anything in the host destination to current trends
 - Sustainability?
 - Food? (again)
 - What local people care about in your region

Taking what is extremely well-known about your destination and work with that – ostriches and windmills in Oudtschoorn, especially images!

- Use brand food at events

Tap into host destination marketing and media (of organisations and individuals!)

- Newsletters
- Other events
- Social media (which lowers costs immediately)
- Related retailers

Use the regional events calendar!



Using the host destination to leverage your brand (2)

Look for partnering opportunities (including non-traditional entities)

- Public and private sector – municipality is crucial for amenities, environmental concerns, resources
- Civil society and community groups
- Educational institutions
- Media!
- Other similar events in the host region
 - Utilise international expos as a group

Make the local stakeholders / players / even sponsors (!) part of your Steering Committee

Remember: your host region means different things to different people

Broadband / wifi is essential

Assimilate into the culture of the host destination

Create packages for tour operators around events



Question 2

With conflicting demands and a constrained global economy, how do you reconcile hard and soft issue budget prioritisation?



Hard issues

- First and foremost, you must have a solid project plan in place
- Determine the service providers you need, evaluate what you critically need to stage the event
- Securing spectators and participants (event has to 'work')
- Ensure sponsors and participants get value for money
- Ps. For free events, local community is biggest stakeholder and they must have a good event experience
- Determine your 'appetite for risk' and have a longer-term vision



Soft issues

- Event needs the 'nice to haves' that attract people long-term
- Can possibly reduce marketing budget by using new technology
- Be inventive in how you add the 'thrills'
- Bring people in to showcase their new ideas, without it costing you money
- Encourage people who come in with their own elements
- CT Carnival has 2667 volunteers



Conclusion:

- Hard issues are those you must have, soft issues add the magic
- Certain things are a given, you can't do without it
- Once hard priorities are taken care of, then look at the creative elements you can add
- When budgets are as tight as they are currently, you must be creative and innovative in how you bring additional value to your event
- Can still focus on the 'soft' stuff if you are creative about it
- Sponsors need firm ROI and returns, if they are to invest these days



Question 3

In approaching sponsors, what are the principal determinants for aligning event and sponsor needs/benefits?



Key Points

- Synergy between Sponsor and Product
- Brand must speak to Product
- Justify asking price!
- Know what you want? What do you want from the sponsor?
- Do your homework – both parties!
- What does your Sponsor actually want? Know your Sponsor.
- Know your audience
- Proof of concept
- How does one juggle multiple sponsor needs
- Must be able to measure the success of agreement
- Corporate Governance



Question 4

What are the key influencers as to whether your communication strategy is dominated by the new or traditional media?



TYPES OF MEDIA

PAID MEDIA

- Advertising
- Paid search
- Digital sponsorship

OWNED MEDIA

- Websites
- Blogs
- Mobile apps

EARNED MEDIA

- Published editorial content
- PR & media coverage
- Word of mouth
- Social Media
 - User generated content



EVENT COMMUNICATION STRATEGY

- The way in which we communicate in our personal lives has changed and so must the way in which we communicate to our participants & spectators.
 - New media important to reach the youth
- Don't focus on just one communication platform but it is the combination and integrated plan that makes a strong strategy
- Innovation in communication strategy is important especially to reach new consumers
- Just like a disaster management plan is important in dealing with crisis it is just as important to have a crisis communication plan for when things do go wrong



COMMUNICATIONS STRATEGY KEY INFLUENCERS

● BUDGET

- Understanding your **target audience** (spectators, participants & culture)
- Understanding the **culture** of the type of event or community
 - The way you communicate to golfers is different to wine festival goers
- Research & understand the best **platform** to speak to your target market
 - Allow for user generated content
- **Location** of your event & **timing** of communication
- Speak the “**language**” of your target market
- Your “**voice**” to target market must be representative of your corporate identity and not of the social media manager
- Event **partners** (media & sponsors)
- Opinion leaders & **influencers** bring credibility
- Having a dedicated **communications team**



Thank you