



Marketing Activations



Topics to be discussed

Resource constraints and how event organisers/sponsors/partners need to be doing things differently

- Understand the need
- Less is more (combine events to find synergy)
- Look at yearly events calendar before planning dates



The need for sponsor and event objectives and values to be deeper aligned

- Understand end product required-ie satisfied consumer/participant
- Organiser/Sponsor/Partner-need to understand each other's deliverables,ROO and ROI



Competition for resources is high

- Weak economy
- long term asset/events plan-ie 5 -10 year plan
- evaluate all processes related to marketing activations aligning it with other best practices



Questions?

