

### EVENT MARKETING

LuShep Baldwin

### SUMMARY OF REVENUE BULLDING EVENTS 2010-2015





## BRIDAL FAIRS (10) THE DAILY POST-ATHENIAN

## BEST OF THE BEST DINNERS AND

AWARDS
BANQUETS

(12)

THE DAILY POST-ATHENIAN
WATAUGA DEMOCRAT
Ashe Mountain Times









## ATHENA AWARD

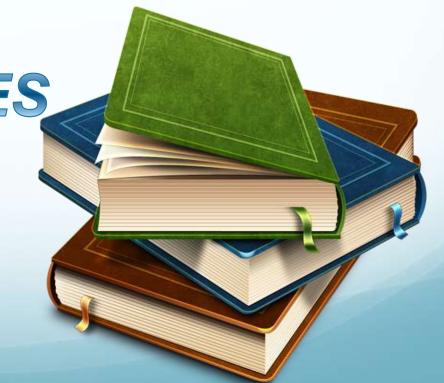
THE DAILY TIMES
THE GREENEVILLE SUN
(4)

# REVENUE/ CHARITABLE EVENTS

## ACADEMIC BANQUETS

THE DAILY TIMES

(29)



## THINK PINK!

THE DAILY
POST-ATHENIAN
(5)

### FAMILY FUN FAIR

NEWSPAPERS IN EDUCATION

The DAILY
POST-ATHENIAN
(9)



### CRITERIA FOR SUCCESSFUL EVENT PLANNING AND IMPLEMENTATION

HAVE A CLEAR GOAL

- GENERATE REVENUE
- DRIVE CIRCULATION
- SCORE POINTS WITH A TARGET AUDIENCE
- EXTEND THE NEWSPAPER BRAND
- DEVELOP A BUDGET AND STAY FOCUSED



## GET TOTAL NEWSPAPER BUY-IN

- THIS IS THE "NEWSPAPER'S EVENT" <u>NOT</u> JUST MARKETING'S OR ADVERTISING'S EVENT
- IT'S <u>TEAMWORK</u> TAP INTO TALENTS OF INDIVIDUAL EMPLOYER
- EMPLOYEES NEED TO ATTEND EVENTS-
- THEREFORE, HAVE A RESPONSIBILITY FOR ALL EMPLOYEES ATTENDING THE EVENT.



## ASSESS YOUR MARKET – REALISTICALLY

- PLAN EVENTS UNIQUE OR SURE-FIRE FOR YOUR MARKET
- HAVE REAL REVENUE GDALS AND A BUDGET
- DEVELOP COMPETITIVE SPONSORSHIP PACKAGES



LOCATION

#### VENUES



- CULTURAL ARTS CENTERS, CHURCH FAMILY LIFE CENTERS, COMMUNITY ROOMS, GYMNASIUMS, CONVENTION CENTERS, "THINK OUTSIDE THE BOX"
- CONSIDER CONVENIENCE FOR ATTENDEES
- MEET WITH FACILITY DIRECTORS <u>EARLY AND OFTEN</u> <u>BE CLEAR ON ALL</u> <u>COSTS</u>, ETC.
- IF POSSIBLE SIGN A CONTRACT

### **SPONSORS**



- USE LOCAL SPONSORS WHEN FEASIBLE
- SECURE THEM EARLY AT LEAST 6-8 MONTHS IN ADVANCE OF EVENT DATE
- HAVE A CONTRACT LISTING ALL BENEFITS OF THE SPONSORSHIP
- KEEP THEM UPDATED ON THE PROGRESS OF THE EVENT

#### SUFFICIENT LEAD TIME

- PLAN ON EIGHT MONTHS TO ONE YEAR – START TO FINISH
- YOUR LEAD TIME WILL DEPEND
   ON THE SIZE OF THE EVENT AND SIZE OF YOUR MARKET
- LEAD TIME IS CRUCIAL WHEN RESERVING VENUES, CATERERS, MUSICIANS, SPEAKERS, VENDORS

### DETAILS



- KEEP TRACK OF EVERYTHING
- EXPENSES CAN ADD UP QUICKLY AND WILL
   COME FROM UNEXPECTED SOURCES

## PROMOTE! PROMOTE! PROMOTE!



- BANNERS, ADS, POSTERS, FLYERS
- BUDGET FOR CROSS-PROMOTION
- ASK SPONSORS TO PROMOTE THROUGH THEIR CUSTOMER LIST
- NEWSPAPER DEPARTMENTS WORKING TOGETHER (editorial) TEAMWORK

#### SHOW TIME!

DEVELOP AN IN-DEPTH SHOW-DAY CHECKLIST. COMMUNICATE HAVE EXTRA WORKERS

### IT'S NOT OVER UNTIL ...



- COMMITMENTS ARE ON FILE FOR THE NEXT YEAR
- THANK YOU NOTES ARE WRITTEN
- EVALUATION IS COMPILED WITH INPUT FROM ALL POSSIBLE SOURCES

## FINAL THOUGHTS

- EVENTS INNOVATIVE WAY TO INCREASE REVENUE FROM NON-TRADITIONAL RESOURCES
- EVENTS SHOWCASE THE NEWSPAPER'S TALENT AND RESOURCEFULNESS
- EVENTS ENHANCE COMMUNITY INVOLVEMENT
- EVENTS A LOT OF FUN!

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