



EVENT MARKETING

**LuShep
Baldwin**

**SUMMARY OF
REVENUE
BUILDING
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





COOKING SHOWS

(5)

THE DAILY TIMES (3)

THE GREENEVILLE SUN (1)

WATAUGA DEMOCRAT (1)

ALL ABOUT WOMEN EXPOS

WATAUGA DEMOCRAT

(2)





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” – NOT JUST MARKETING’S OR ADVERTISING’S EVENT
- IT’S TEAMWORK – TAP INTO TALENTS OF INDIVIDUAL EMPLOYEES
- 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 GOALS AND A BUDGET**
- **DEVELOP COMPETITIVE SPONSORSHIP PACKAGES**

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 EARLY AND OFTEN – BE CLEAR ON ALL COSTS, 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 ...

*Thank
You*

- 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!



CONTACT INFORMATION:

Lu Shep Baldwin
Event Marketing Director
Jones Media, Inc.

lushep.baldwin@jonesmedia.biz

Office: 423-359-3192

Cell: 423-506-5980