EVENTS AND YOUR ADVERTISERS

COMMUNITY NEWSPAPERS TICKET TO SUCCESS



WHY EVENTS WITH ADVERTISERS

- DEMONSTRATES YOU CARE MORE ABOUT JUST THE ADS THEY BUY
- DRIVES CUSTOMER LOYALTY
- STRENGTHENS THE NEWSPAPER /ADVERTISER PARTNERSHIP
- KEEPS YOU OUT IN FRONT OF THE COMPETITION
- DRIVES NEW REVENUE FROM LONG TERM CLIENTS

THE BASICS TO GET STARTED

- SELL SPONSORSHIPS FOR YOUR EVENTS AND PUBLICATIONS AS FAR IN ADVANCE AS YOU CAN
- TRADE-TRADE-TRADE
- CHOOSE YOUR VENUE AND SCHEDULE A DATE AS FAR OUT AS POSSIBLE
- HAVE A CONCEPT, THEME OR DEBUT SOMETHING AT EACH EVENT.
- PLAN DOWN TO THE GRITTIEST DETAILS TO ENSURE ATTENDEES ONLY REMEMBER THE WOW FACTORS,
 NOT THAT WE HAD THEIR NAME SPELLED WRONG
- KNOW YOUR AUDIENCE
- ALWAYS GIVE THEM SOMETHING

EGO EVENTS-IT'S ALL ABOUT THEM

- EGO EVENTS ARE THOSE EVENTS GEARED TOWARD A SELECT GROUP OF JUST ABOUT ANYTHING IN YOUR MARKETPLACE.
- BY FAR THE MOST ATTENDED EVENTS
- MAKE IT ALL ABOUT THEM AND THEY WILL COME
- STAR TREATMENT AND CONSTANT RECOGNITION
- THERE IS A LOT TO BE SAID ABOUT EXCLUSIVITY IN THE BUSINESS WORLD

EVENTS EXAMPLES

- BEST OF VENICE-AVERAGE 500 PAID ATTENDEES
- BUSINESS MATTERS —AVERAGE 200 ATTENDEES
- **WOMEN IN BUSINESS- AVERAGE 150 ATTENDEES**

EXAMPLES OF EGO EVENTS PUBLICATIONS



ENGAGE YOUR READERS

- THE BALLOTING PROCESS IS A TRIED AND TRUE WAY TO HAVE YOUR READERS FOLLOW AN EVENT FROM START TO FINISH
- HAVE YOUR EDITORIAL TEAM PRODUCE ARTICLES AND COLUMNS TO SELF—PROMOTE YOUR EVENTS
- INFORM READERS OF EXACTLY WHAT IS HAPPENING AND WHEN THEY CAN EXPECT RESULTS FROM THEIR EFFORT.
- PHOTO PAGES WITH EXPLANATION OF EVENTS THAT DO NOT REQUIRE READER PARTICIPATION.
- REMIND THEM OFTEN OF THE EVENT

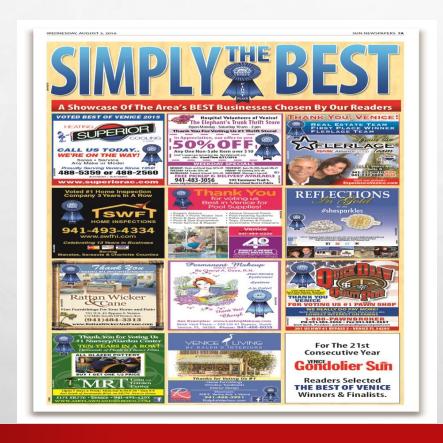
OVER DELIVER AT THE EVENT

- ARRIVAL IS SMOOTH
- GIVE THEM A FREE DRINK-TRADE WITH THE VENUE
- FEED THEM WELL
- MAKE IT FUN AND EXCITING
- THE WOW FACTOR-FIND SOMETHING THAT AMAZES THEM
- CREATE A SIGNATURE AND BE CONSISTENT OVER ALL OF YOUR EVENTS
- ALWAYS GIVE THEM SOMETHING TO TAKE HOME AND MAKE SURE YOUR LOGO IS ON THE GIFT

SET UP THE NEXT EVENT

- PROMOTE WHAT'S NEXT ON THE EVENT CALENDAR
- KEEP IT FRESH ON THE READER'S MIND
- GET YOUR PUBLICATIONS DELIVERED AS CLOSE TO THE EVENT DATE AS POSSIBLE FOR THE PUBLIC
- FIND OPPORTUNITIES TO PROMOTE EVENTS ALL YEAR

6 TIME ANNUALLY THEMED PAGES



FINAL THOUGHTS

- TAKE CALCULATED RISKS, DON'T BE AFRAID TO FAIL
- FAIL FAST AND MOVE ON
- EVENTS WILL BRING YOU RETURN
- EMPOWER STAFF TO BE CREATIVE AND TO RUN THINGS
- SPEND ON THINGS YOU ABSOLUTELY NEED-INVITATIONS, VENUE AND WOW FACTOR
- UNDERSTAND THE EGO VALUE-PEOPLE LOVE TO BE RECOGNIZED IN FRONT OF PEERS
- LEAVE A GREAT IMPRESSION AND THEY WILL BE BACK

THANK YOU

•WE WOULD LOVE TO HAVE YOU AT OUR NEXT EVENT

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