

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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