

## ***Organizing Marketing Event***

1. *MWS Premieres*
2. *MWS Exhibitions*

## ***Planning Marketing Event***

A marketing event is a one-time event focused on a specific purpose such as a groundbreaking, grand opening or other significant occasion in promoting and marketing MWS. Special events may also be created for other targeted purposes such as an exhibition; learning forums, etc.

These onetime special marketing events are different from "programs" offered on a continuing basis such as a MWS Showcase, MWS workshops, etc. The following steps are offered to help guide your event planning:

### **1. Establishing the theme of the event**

- Each event follows a theme and purpose which will drive the event set-up, the target audiences or the participants, the guests and the marketing approach. In general, a business event such as an international conference for a particular industry will appeal to participants conducting businesses within that industry as well as sponsors who gain mileage out of publicizing their products during the event.
- Apart from that, the theme of the seminar will also determine the type of marketing channels to be used to for publicity. This also holds true for the seminar marketing team who will need the event theme to correctly identify target participants and companies to sell the event to.

### **2. Make a checklist**

A checklist provides a step-by-step guide to organizing and executing a special event. See sample checklists.

### **3. Create a budget**

The objective is to provide event planners with a financial blueprint. The budget should be specific, and include revenue opportunities (sponsorship, ticket sales, donations, concession sales) as well as expenses printing, permits, insurance, speakers, food, supplies, security).

### **4. Consider logistics**

With many activities going on simultaneously, there are many details to be checked. Major areas to consider and plan for include: size of space or building used, utility support needed, setup (tables and chairs, tents, portable toilets, parking, signage) coordination, cleanup and transportation.

## 5. Plan publicity

Promoting a special event takes creative thinking balanced with practicality. The primary objective is to publicize the event, but secondary objectives should be considered.

- Are you trying to inform, educate or entertain?
- Increase awareness or attendance of the event?
- Build a base support from a specific audience?
- Facilitate good community relations?

## 6. Evaluate the event

Take time to evaluate right after the event while the details are fresh. You may want to consider having a questionnaire for participants to fill out. Some general evaluative criteria include:

- Did the event fulfil its goals and objectives? Why or why not?
- Identify what worked and what needs fine-tuning. Which vendors should be used again?
- What items were missing on the checklist?
- Was the event well attended?
- Was informal and formal feedback about the event positive?
- Given all that went into staging, was it worth doing?

Finally, it is important to remember to celebrate your successes and to thank all those who contributed.

## *Getting Started*

Here are the 5 key areas to consider while planning and deciding on your marketing event. The lists and templates are very extensive and depending on your event, you may not need each and every items listed here.

1. Event Framework
2. Event Venue
3. Event Management
4. Guests Management
5. Event Coordination



**Make sure you download the Master Checklists Template for Managing Marketing Event.**

<b>Event Framework</b>		
<b>Event Concept</b>	<ul style="list-style-type: none"> <li>▪ Determine the goals and objectives of the event</li> <li>▪ Decide who should attend</li> <li>▪ Outline an agenda and timeline for the event</li> <li>▪ Set an approximate date</li> <li>▪ Select the site of the event</li> <li>▪ Decide how much you will spend: Prepare preliminary budget categories and set preliminary budget.</li> </ul>	
<b>Schedule</b>	<ul style="list-style-type: none"> <li>▪ Timing is critical</li> <li>▪ Does not clash with any major events</li> <li>▪ Not during peak holiday season</li> <li>▪ Preferably not month end, if targeting HR</li> </ul>	
<b>Themes</b>	<ul style="list-style-type: none"> <li>▪ Colour Scheme: Black / Grey / Orange</li> <li>▪ Decor: Balloons</li> <li>▪ Music: Jazz [ Appropriate Music]</li> </ul>	
<b>Team Roles</b>	<ul style="list-style-type: none"> <li>▪ Establish Event Team</li> <li>▪ Appoint Event Director / Event Manager</li> <li>▪ Set roles and responsibility for everyone</li> <li>▪ Have Weekly Event Meeting for updates</li> </ul>	
<b>Budget</b>	<ul style="list-style-type: none"> <li>▪ Financial Blueprint</li> <li>▪ Manage spending</li> <li>▪ To avoid unexpected costs</li> </ul>	

<i>Event Venue</i>		
<i>Venue/ Location</i>	<ul style="list-style-type: none"> <li>▪ Budget</li> <li>▪ Accessibility</li> <li>▪ Plan for site visits</li> <li>▪ Location Map</li> <li>▪ Car Parks Availability</li> <li>▪ Secured Storage</li> <li>▪ Fire and Emergency Exits</li> </ul>	
<i>F&amp;B</i>	<ul style="list-style-type: none"> <li>▪ Special Meals Requirements: vegetarian / etc</li> <li>▪ Water and Coffee all round</li> <li>▪ Coffee Breaks</li> </ul>	
<i>Function Room</i>	<ul style="list-style-type: none"> <li>▪ Pillars are killers</li> <li>▪ Ceiling heights [higher better]</li> <li>▪ Stage</li> <li>▪ Capacity</li> <li>▪ Seating Arrangements</li> <li>▪ Lightings</li> <li>▪ Sound Proofing</li> <li>▪ Book meeting rooms in 24 hour time blocks</li> <li>▪ Foyer for Registration</li> </ul>	
<i>Venue Equipment</i>	<ul style="list-style-type: none"> <li>▪ Sound systems [ AV, mic, speakers]</li> <li>▪ Flipcharts</li> <li>▪ Projector Screen</li> <li>▪ Overhead Projectors</li> <li>▪ Electrical Requirements [sockets, etc]</li> <li>▪ Extension cords</li> </ul>	

<i>Event Management</i>		
<i>Publicity</i>	<ul style="list-style-type: none"> <li>▪ Advertisement</li> <li>▪ Press Conference</li> <li>▪ Websites / Internet</li> <li>▪ Other medias: Radio, etc</li> </ul>	
<i>PR</i>	<ul style="list-style-type: none"> <li>▪ Obtain biographies, headshots and introductions as each speaker is confirmed.</li> <li>▪ Establish protocol for interaction with staff, sponsors, exhibitors, speakers, registrants and press.</li> <li>▪ Prepare Press release</li> <li>▪ Update websites</li> <li>▪ Advertise [if applicable]</li> </ul>	
<i>Plan Ahead</i>	<ul style="list-style-type: none"> <li>▪ The devil is in the details</li> <li>▪ Checklists</li> <li>▪ Packing List</li> <li>▪ To do List</li> <li>▪ Logistics</li> </ul>	
<i>Project Mgmt</i>	<ul style="list-style-type: none"> <li>▪ Understand Dependencies</li> <li>▪ Coordination</li> <li>▪ Speakers confirmation</li> <li>▪ Organize Vendors</li> <li>▪ Organize Exhibitors and Booth</li> <li>▪ Gifts and Premiums</li> </ul>	

<i>Guests Management</i>		
<i>Attendees</i>	<ul style="list-style-type: none"> <li>▪ VIP</li> <li>▪ Guests</li> <li>▪ Sponsors</li> <li>▪ Emcee / Master of Ceremony</li> <li>▪ Guest Speakers</li> <li>▪ Crews</li> </ul>	
<i>Invite Card</i>	<ul style="list-style-type: none"> <li>▪ Establish planning and promotional action plans</li> <li>▪ Make first announcement of event</li> <li>▪ Find and confirm Sponsors</li> <li>▪ Include:               <ul style="list-style-type: none"> <li>✓ Event Details: Event name / Date / Time</li> <li>✓ Venue: Location Map</li> <li>✓ Itinerary: Speakers / etc.</li> <li>✓ Sponsor logo</li> <li>✓ RSVP [online / tel / sms]</li> </ul> </li> <li>▪ Distribute flyers/brochures/invitations</li> </ul>	
<i>Invitations</i>	<ul style="list-style-type: none"> <li>▪ Target audience / number of attendees</li> <li>▪ Send at least 4 weeks in advance</li> <li>▪ RSVP 7 days before event</li> <li>▪ Reminder [2x] to be sent               <ul style="list-style-type: none"> <li>✓ 7 days before event</li> <li>✓ one day before event</li> </ul> </li> <li>▪ Keep tight rein on guests list</li> </ul>	
<i>RSVP online</i>	<ul style="list-style-type: none"> <li>▪ Design User-Friendly Online Form (Custom, Template, Smart Form)</li> <li>▪ Provide Step-by-Step Instructions</li> <li>▪ Designate Which Fields are Required</li> <li>▪ Help Troubleshoot (Frequently Asked Questions, Email Contact, Customer Service Phone Number)</li> <li>▪ Give Option to Print Form</li> </ul>	

<i><b>Event Coordination</b></i>		
<i>Logistics</i>	<ul style="list-style-type: none"> <li>■ Prepare master schedule of all known printing requirements, including specific items, quantity, coding system, deadlines, and potential printers.</li> <li>■ Select caterer/menu</li> <li>■ Select entertainment (if applicable)</li> <li>■ Select decorations and/or florists (if applicable)</li> <li>■ Select audio-visual equipment provider</li> <li>■ Select overnight lodging venue (if applicable)</li> <li>■ Select a transportation vendor (if applicable)</li> <li>■ Reconfirm site and vendor contracts</li> <li>■ Gifts for speakers/honoured guests</li> <li>■ Finalize layout of Product Tables, sponsor tables, Information Table</li> <li>■ Select Photographer / Video Camera Operator</li> <li>■ Finalize agenda and timelines</li> </ul>	
<i>14 days Before Event</i>	<ul style="list-style-type: none"> <li>■ Prepare attendee list and nametags [keep the headcount]</li> <li>■ Assign Event Crew roles and assignments: Identify and assign staff on-site responsibilities</li> <li>■ Prepare lists of materials, supplies, and equipment to be taken to the event</li> <li>■ Prepare crew roles and responsibilities [registration, usherer, etc]</li> <li>■ Prepare sponsors, exhibitors or press badges</li> <li>■ Prepare all identifying signage for the event</li> <li>■ Briefing notes should be given to all members of crew involved in the event: to-do list, day-of schedule [event syntax] and contact list on hand.</li> </ul>	
<i>Helpful reminder</i>	<ul style="list-style-type: none"> <li>■ Allow time for set up &amp; rehearsal</li> <li>■ Allow time between sessions to re-set stage / setup</li> <li>■ Zen function room during breaks</li> <li>■ Verify each presenter's audio-visual requirements</li> <li>■ Verify when presenters will arrive &amp; rehearse</li> <li>■ Tape and Reserve last rows to fill front rows</li> <li>■ Confirm Event Syntax</li> </ul>	
<i>Time of the Event</i>	<ul style="list-style-type: none"> <li>■ Crew Briefing and Re-confirm with facility staff the Event Syntax</li> <li>■ Complete registration set-up</li> <li>■ Set-up identifying signage or posters or buntings</li> <li>■ Final check on arrangements and facilities</li> <li>■ Final check on special equipment</li> <li>■ Set-up exhibits or displays</li> <li>■ Set place cards / seating arrangements</li> <li>■ Distribute and collect evaluation forms</li> </ul>	

After the Event	<ul style="list-style-type: none"> <li>▪ Pack and inventory all material.</li> <li>▪ Arrange for Clean-Up, Including Picking up any Extra Event Materials</li> <li>▪ Return borrowed or rented equipment</li> <li>▪ Review Billing, Accounting, Checkout Procedures with Facility Staff</li> <li>▪ Follow-up media coverage</li> <li>▪ Send out thank you letters</li> <li>▪ Pay bills</li> <li>▪ Summarize evaluation form</li> </ul>	
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### ***Planning for an Exhibition***

Exhibitions are now playing an important role in promoting your products. But participating in an exhibition is a costly affair. Not all the companies can afford to participate in various exhibitions around the world.

### ***Selecting an Exhibition:***

How to select an effective exhibition is vital. There are different exhibitions nowadays, but not all of them are useful.

#### ***First, choose some famous exhibitions***

You should choose the exhibitions held by the famous enterprises because famous and powerful enterprises have great rallying point. The more famous the exhibition, the more people will be attracted. The possibility of transactions is no doubt great. Though the fee may be higher than some unknown exhibitions, the money paid on the famous exhibitions is cost-effective. In order to save money, enterprises may co-rent a booth with others.

#### ***Second, choose the proper participation time***

Every kind of product has its lifecycle that is to say the period of birth, grow, ripe, full and recession. Generally speaking, at the stage of products birth and growth, you may get twice the result with half the effort, while at the mature and saturation stage, you may get half the result with twice the effort. At the recession stage, they would work fruitlessly.

#### ***Third, choose the proper participation place***

The basic purpose of exhibitions is to promote the sales of products so it is important for you to work out whether some exhibition locations and surrounding areas are their target markets. Sometimes it is necessary to have a market investigation.

### ***Prepare for the Exhibition:***

When you have decided to participate in an exhibition, you should go all it out. It is a complex work to prepare an exhibition. There are too many things to be considered and too much work to do. The following steps can't be lost.



#### *First, the choice of exhibits*

Exhibits can impress visitors deeply. There are three tenets that exhibits should follow. Exhibits should be targeted, distinctive and representative. Exhibits should have target, which means that the exhibits should show the aim and content of the exhibition. Exhibits should have representative, which means that exhibits should show the industry characteristics, throughput and technique level of the shower. Exhibits should have specialty, which means exhibits should show the distinction of the products.

#### *Second, the way to show exhibition*

Sometimes it is necessary to give diagrams, photos, models and commentators. Your booth should be well planned. Decoration, scene, illumination, video and audio can be included. Make sure you include MWS Buntings, flyers, etc.

#### *Third, preparing for exhibition crew*

The exhibition crew should know the products well. Workload decides the number of the exhibition crew. They should be trained in some aspects such as professional knowledge, demonstration methods and answering questions, etc.

#### *Fourth, the invitation of guests*

Everybody hopes the exhibition is full of persons, but not all of the exhibitions are packed with people. So it is necessary to invite some guests consciously. Call, send out invitations, advertisements are good ways.



**Make sure you download the Master Checklists Template for MWS Exhibition Setup Checklist.**