

Strategies of Event Marketing & Sponsorship



MARKETING
INSTITUTE OF
SINGAPORE

EVENT MANAGEMENT

Why You Should Attend This Course:

Putting on a successful seminar or event isn't easy. There's a ton of details to consider... countless bases to cover... changing budgets to deal with...and a big bottom line to shoot for. What's more, your organisation's reputation is on the line and maybe even your own job.

Whether you're a newcomer or a veteran at filling seats at any event large or small, niche topic or general interest, high-ticket or low, you'll come away with new and effective ways to pack the house and show a healthy profit.

Plan now to learn what those insider tricks are. Come ready to roll up your sleeves for this high impact 1-day course to learn the in's and out's of promoting your next seminar, workshop, or full-blown conference from smart, efficient execution of direct marketing fundamentals to sophisticated selling strategies.

Learning Outcome:

- Get more miles out of e-mail, direct mail, telephone marketing, inserts, ads and your website
- Create an irresistible offer, making it attractive for delegates to register
- Utilise correct pricing strategies including discounts, team fees, how much to spend on promotions, psychological price barriers, and cost-based pricing
- Write to the best copy length, create a sense of urgency, personalise the promotions, and overcome the 9 most common objections to registering
- Write titles, use the agenda, testimonials, bios, pledges and guarantees to boost attendance
- Select the best packaging...self-mailers, e-mails, envelopes, cover letters, web pages and e-mail blasts
- Put together a winning sponsorship plan

Course Outline:

Event Marketing Principles

- Needs and Motivations of Event Customers, The Market Research Process, Effectively Collect and Analyse Market Data, Reporting the findings to the Team and Client
- Elements of the Marketing Mix (Product, Price, Promotion and Place)
- The Pricing Process and How to Establish a Pricing Plan for your Market, Target Marketing Channels, Promote and Develop a Website and Direct Marketing Strategy
- Practical Activity: Outline a Target Market Profile to understand the audience and their requirements

Marketing the Event

- Planning the Event Proposal Strategy with Your Target Market in Mind
- Preparing the Event Proposal, Sourcing and Sending Invitations, Budgeting and Buying Advertising
- Publicising the Event, Pre-Event Campaigns, Merchandising, Packaging and Sales Promotion, Formulating a Public Relations Strategy, Conducting Market Research, Methods of Measuring Marketing Activity
- Practical Activity: Write a Marketing Plan to collate all marketing activities, timelines and budgets

Event Sponsorship

- Determining Potential Sponsorship Market based on the Event Type, Time, Location
- Assessing Selling Points of the Event
- Determining Sponsorship Fulfillment Responsibilities
- Research and Set Sponsorship Pricing based on Market Factors and Event Exposure
- Practical Activity: Prepare a Sponsorship Proposal that illustrates the benefits of the event and why sponsors should participate

Who Can Benefit?

You'll benefit most by attending this course if you are marketers or administrators who are often called upon to organise seminars or conferences for staff and customers.

Trainer's Profile:

Sandy Cheung is currently Senior Product Manager for CCH South East Asia, a leading information provider globally. She has joined them in 2001 to setup and manage its Events operations in Asia. Over the years, her role has expanded to include marketing & communication, business development and product management.

Sandy has over 15 years of working experience in event management, exhibition and sponsorship, sales & marketing, business development, product management and corporate training. She is highly experienced in training participants interested in events-related subjects.

She has conducted several events-related courses for a wide range of clients across various industries and has worked closely with many in delivering in-house customised courses.

Date:

27 Feb 2012
28 May 2012

Course Fees:
S\$420.00

MIS MEMBER:
20% OFF

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Strategies of Event Marketing & Sponsorship <input type="checkbox"/> 27 Feb 2012 <input type="checkbox"/> 28 May 2012 (9.00am to 5.00pm) S\$420 (subject to 7% GST) Includes lunch & refreshments		*Approved for SDF funding Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

Administrative Details

Registration
Register Online @ www.mis.org.sg/seminars
 The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax
 A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment
 Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount
 Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount
 Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue
 All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show
 For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation
 Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training
 Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.