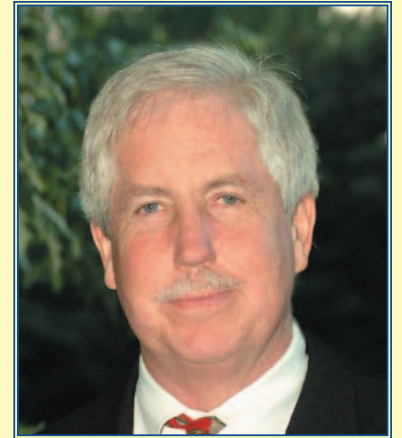


SMARTCEO'S WHITE PAPER

EXTRAORDINARY EVENTS

Blake Goldsmith
Owner



Transform Event Marketing from a Cost to a Profit Center

THE "AH HA" MOMENT

Extraordinary events tell a story and we all enjoy a good story. The story that events tells defines the important moments in our business and our lives. My business "Ah Ha moment" came in 1998 when I read about an event marketing company that took over all of IBM's corporate events and helped save "Big Blue" from impending disaster. IBM had hired hundreds of different vendors and had no integrated strategy until GPJ stepped in. GPJ is now a successful global event company and IBM is still their client.

Extraordinary Events mission like GPJ is to activate a client's story, brand, and product sales through live experiences.

All industries have to begin somewhere. Accounting began as a separate industry 40 years ago. Event marketing began with GPJ's success with IBM twenty years ago. Event marketing is now growing exponentially because it delivers results.

CORPORATE HISTORY & NEW BEGINNING

Extraordinary Events began in Baltimore as Fiske Caterers, a high end catering business that was established in 1900. We loved catering for our clients and our business grew rapidly especially during the 1980's. Our clients paid from \$5,000- \$100,000 for an event and all they received as an ROI was dinner and an enjoyable 4 hours. I was very excited to learn from GPJ and other marketing thought leaders that corporations and non profits could make events an ongoing PR & profit center through event marketing and deliver more than just a good meal.

CASE STUDY-"WHAT'S NOT TO LIKE?"

Event marketing has compelling ROI case studies that showcase bottom line results. In 1998, as a volunteer, we helped a non- profit produce an event. The event netted a nice \$120,000 bottom line profit. In 1997 the event netted only \$30,000. The non-profit we helped had a full time employee that they paid \$30,000 to make the \$30,000 profit (this was a lot of work for a break even enterprise.) The strategies and design concepts we provided had a clear economic impact on this event. In addition, the organization received articles in the news and TV appearances that branded the organization and had no additional cost for this PR.

This economic model of profit through co- op marketing, sponsorship, and new sales works for corporations with their product launches, seminars, and anniversary celebrations.

Extraordinary Events is lucky to be in a fast emerging industry that generates bottom line profit and new customers for our clients. For more case studies got to www.extraordinary-events.com

HOW TO MAKE MONEY ON EVENTS

Product launches, seminars, gala fundraising, anniversary celebrations, marketing events, & trade shows all represent economic opportunity. Events need a concept and design that will engage sponsors, clients, and all participants. As you begin to design your program remember to decrease clutter and focus on fewer more exclusive events and partnering with related organizations to present a more impactful experience. The tools for making money include:

- Graphic Design
- Database Management
- Contracting Celebrities, Industry Experts,& Entertainers
- Sponsorship Sales & Activation
- Co op Marketing
- Public Relations
- Product Activation
- Online Marketing
- Stage Design
- Audio Visual
- Event Choreography
- Promotional Sampling & Gifting
- Media Partnerships

THE EVENT MANAGEMENT

How do you keep all this straight? Well constructed templates in excel, project, or Mind Map are essential. You still need in person team meetings but having a template that everyone can view online keeps folks on task till the next meeting.

Event Strategy Document	Manager	Start	Finish	Cost	Notes
Identify Event Goals					Increase attendance
Concept					
Initial Design					
Theme					
Target Market					
Product Activation					
Database					
Press Release					
Branding					
Co-Op Marketing					

AUDIO VISUAL -MARKETING "NEW SUPERSTAR"

Hollywood has recently poured over 1 Billion dollars into new interactive technology. This technology has filtered its way into special events. Well done audio visual production that is integrated with email marketing, and website integration is the cornerstone for the success of many projects. Small businesses can now play on the same field with big business. Productions that cost \$25,000 five years ago are now under \$10,000.

- Audience Response Systems (ARS)
- Digital 3-D live projection,
- Image magnification (I-Mag)
- Live concerts & Sporting events

Over the years we have partnered with Presentation Media on many events. They have led the way with new technology like Audience Response Systems, but more importantly they provided our clients with great service and detailed preventative analysis.

EVENT MARKETING VS. ADVERTISING

Mark Hosbein Senior VP of Brand Management for CNN, AOL, Pepsi, was asked which is better event marketing or advertising? "You need both. Event marketing needs a legitimate seat at the table. People do more than watch TV and open their mail. We have to be a part of our client's lives across the board and event marketing helps us to do that."

The digital products developed for event marketing programs provide ongoing benefits in ways that will tell your story before and after the event.

- Improved client database!
- Online registration
- Closed loop emailing
- Event Blogging
- Video Podcast
- Create an online community

In person live face to face marketing stirs the pot and produces the ROI and meaningful relationships that online marketing initiates in a cost effective way.

FINAL THOUGHTS

Leverage the input of all event partners by highlighting all their work. Interact with your clients to learn more about their personal interests and build a platform for future activities.

Show your clients some love...and show them the money!