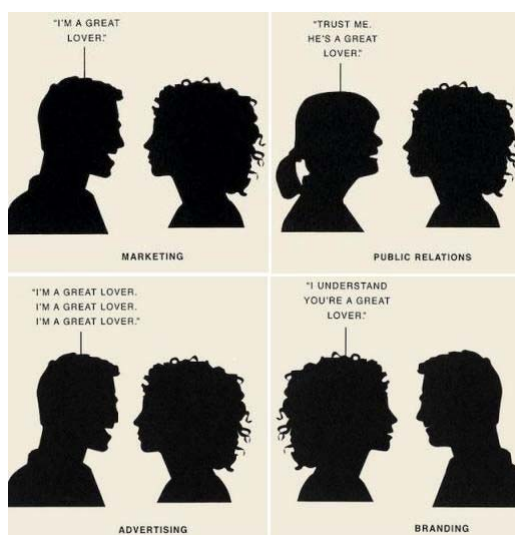






Image is everything

- Emotional connection to a brand
- Matching needs with product
- Developing and maintaining the relationship
- Keeping control of your brand
- Building brand value



Seven steps to a stronger brand

1. Specialisation
2. Leadership
3. Visibility
4. Unity
5. Persistence
6. Goodwill
7. Longevity







Brand Identity Statement

- Personality
- Imagery
- Unique Selling Proposition
- Brand Hierarchy

Who are you talking to?

- Demographics
- Psychographics
- How do they research?
- What are the emotional triggers?



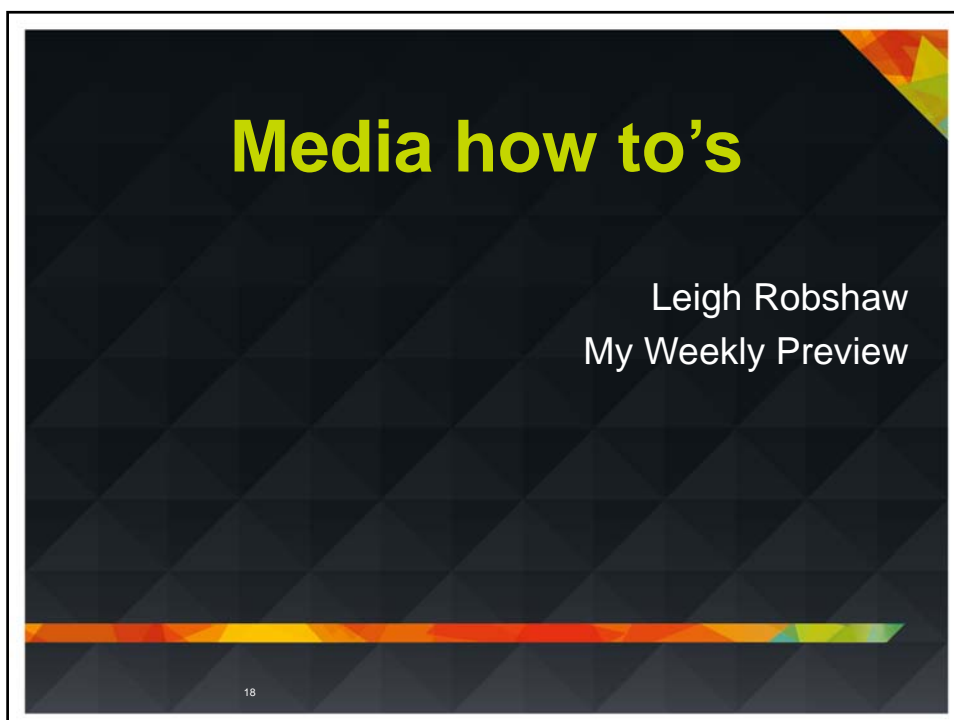
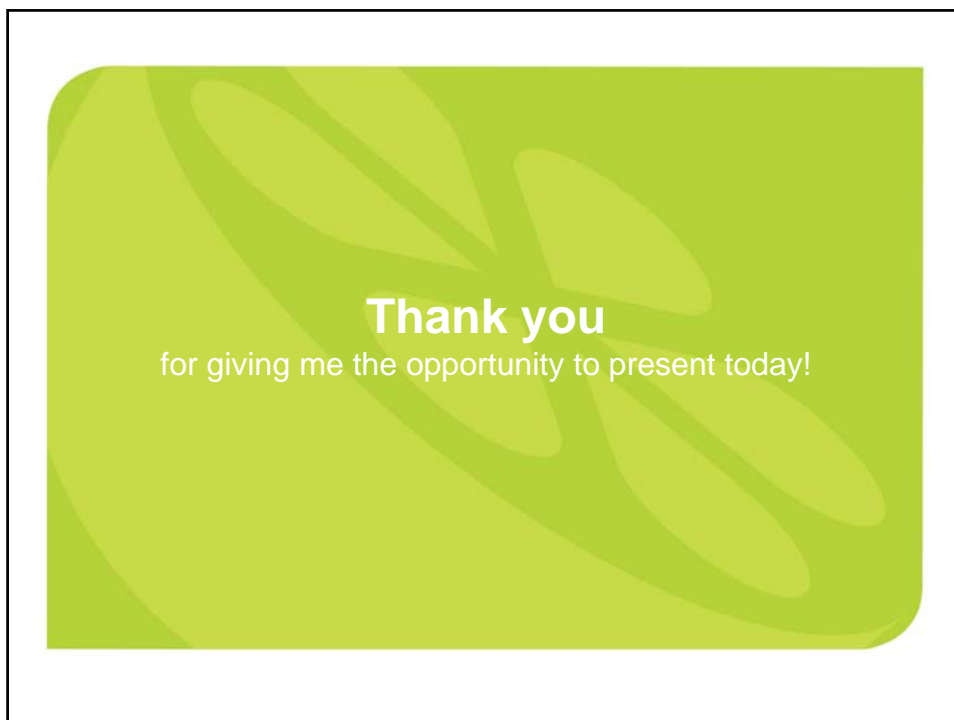
ONE SIZE
DOESN'T FIT
ALL

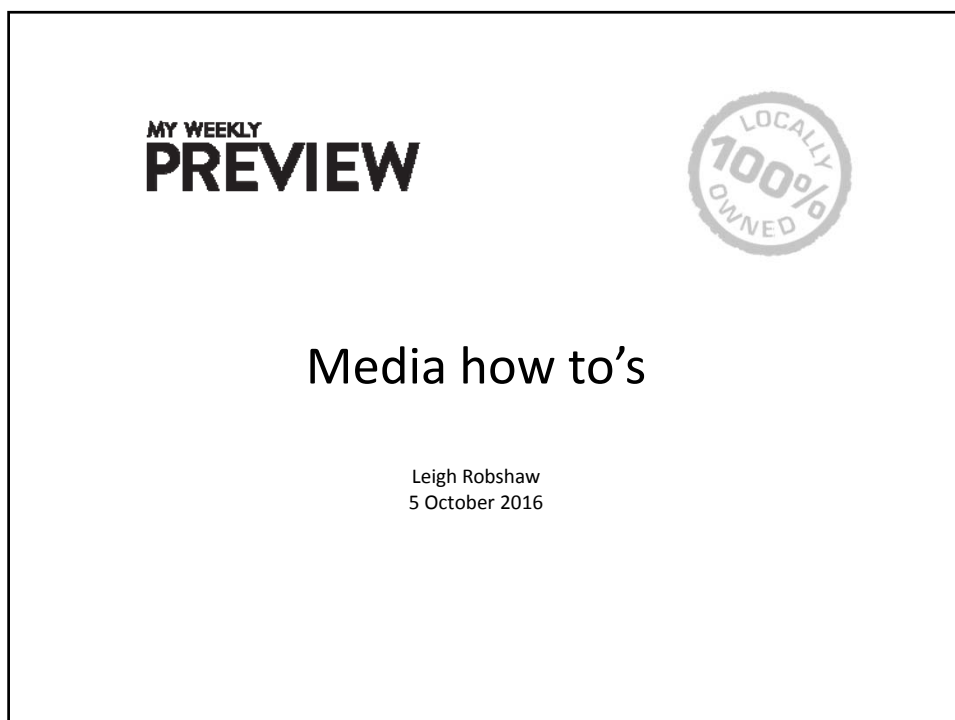
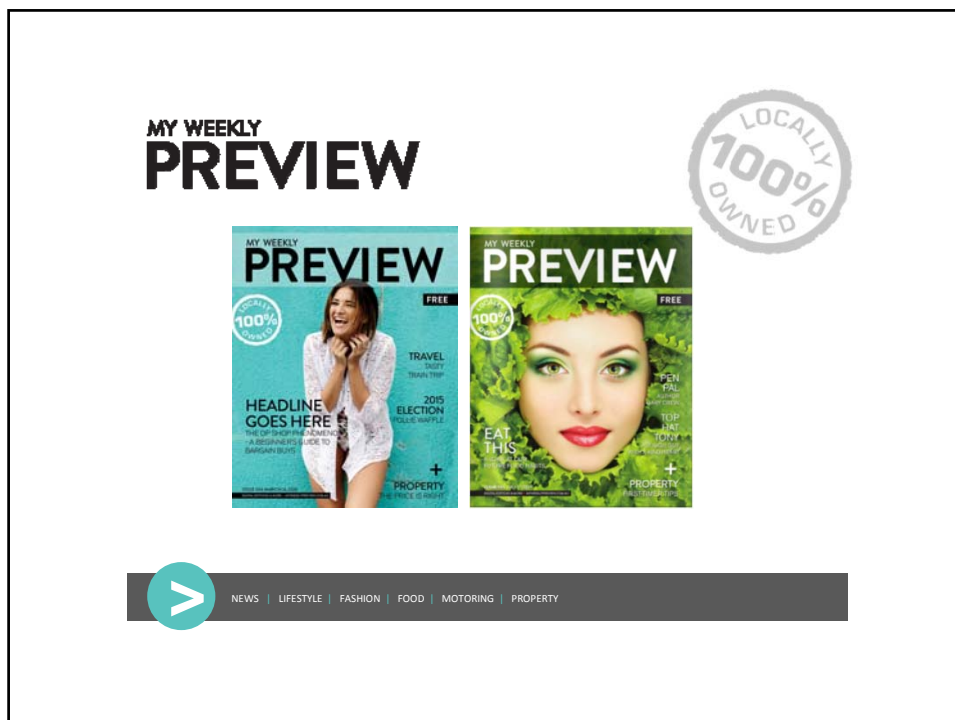
It's all in the delivery

- Advertising Campaigns
- Public Relations
- Events
- Ambassadors
- Signage
- Promotional items
- Networking and word of mouth
- Sky writing
- Sponsorships
- Letterbox drops
- E-newsletters
- Website
- Social Media

Traditional vs new media

- Keep to the plan
- Consistent communication across all platforms
- Relevant
- Ability to respond






**MY WEEKLY
PREVIEW**



Media how to's



Leigh Robshaw
5 October 2016




WRITING A MEDIA RELEASE

Every story **MUST** have a...

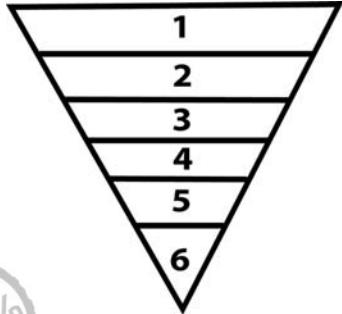
WHO
WHAT
WHERE
WHEN
WHY
HOW





WRITING A MEDIA RELEASE

USE THE INVERTED PYRAMID



- 1.** Introduction: the most important thing people need to know.
- 2.** Clarifies first paragraph. Offers further detail and information.
- 3.** Often includes a fact or a quotation to support what has already been said.
- 4.** Maybe another fact or quotation to support all of the above.
- 5.** Supporting information, history or background.
- 6.** Further background. You've lost 95% of your audience by now. Make sure you haven't hidden important information way down here.



WRITING A MEDIA RELEASE

General principles for getting your story noticed and run.



WRITING A MEDIA RELEASE

If it's not a story, it's not a story.



 **MY WEEKLY PREVIEW READERS**

News is new.

 **MY WEEKLY PREVIEW**

 **WRITING A MEDIA RELEASE**

“All media releases longer than one page will be appropriately filed in the round cabinet.”

 **MY WEEKLY PREVIEW**



WRITING A MEDIA RELEASE

“Writing the Media Release (exercise)”

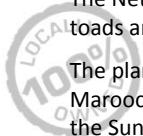
Write a headline & first 3 paragraphs of this story

The Green Action Network has put forward a proposal to the Sunshine Coast Council to turn cane toads into a special new absorption lining for babies’ nappies.

The plan has been accepted by the council and a grant of \$500,000 has been awarded to the Network to turn the idea into a commercial proposition.

The Network is now asking for the community to round up live toads and bring them to a collection point for processing.

The plan will not only stem the march of toads into Maroochydore, it will provide employment for 200 people on the Sunshine Coast, with huge potential for growth. The jobs are in the much needed unskilled area.



MY WEEKLY
PREVIEW



WRITING A MEDIA RELEASE

Now you’ve got their attention, what are you going to do about it?



MY WEEKLY
PREVIEW

**How did you go;
Bragging rights and lessons
learnt**

David Gration
Event Tourism Associates

29

How did you go?
Bragging rights and lessons learnt

SCENE WORKSHOP
October 5th, 2016
Maroochy River Golf Club

David Gration
MBA PhD
© 2016 Events Tourism Associates
EMAIL: eventstourism@blanphd.com

30

Why collect information?

- ▶ Identify and solve problems
- ▶ Improve management systems and practices
- ▶ Determine 'worth' of event
- ▶ Measure success/failure
- ▶ Identify costs/benefits
- ▶ Satisfy stakeholders, sponsors and authorities (grant bodies)
- ▶ Determine external impacts
- ▶ Understand customers
- ▶ Create and fit event programs to markets
- ▶ Future planning and marketing strategising

Know others and yourself

1. Who are your eventgoers?
2. What parts of your event are the most appealing to eventgoers?
3. What parts of your event are the most media attractive?
4. What parts of your event are social media up-loadable musts?
5. Who are your event competitors

Step 1

- Identify who needs the information
- Identify why they need to have the information

All key INTERNAL event staff and committee members can benefit from evaluation findings.

For example:

- ▶ Marketing Managers can know how to reach their target markets more effectively and efficiently
- ▶ Technical Managers can know how cost-effective their contract suppliers have been
- ▶ Programmers can better align their programs to markets
- ▶ Event Managers can better assess staff, systems and procedures etc.
- ▶ Board members can fulfill their governance obligations

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33

Step 1

- Identify who needs the information
- Identify why they need to have the information

All key EXTERNAL stakeholders can benefit from event evaluation findings.

For example:

- ▶ Councils can assess the impacts on the wider event impacts on the community
- ▶ Funding bodies and sponsors can assess the return-on-investment (ROI) for their support of the event

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34

Step 2

- Identify what should be the major focus of evaluation
- *Audience, Event Elements; Event organisation elements; Event context elements*

- ▶ Number of attendees
- ▶ Size of group
- ▶ Demographics
- ▶ Contact information
- ▶ Attendance history
- ▶ How they heard about the event
- ▶ Satisfaction with facilities/services
- ▶ Event program
- ▶ Satisfaction with merchandise
- ▶ Satisfaction with F & B
- ▶ Etc.

Your Audience

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35

Step 2

- Identify what should be the major focus of evaluation
- *Audience, Event Elements; Event organisation elements; Event context elements*

- ▶ Income & expenditure
- ▶ Cash flow
- ▶ Sponsorship & grant revenue
- ▶ Resource utilisation
- ▶ Level of investment and ROI
- ▶ Volunteer retention
- ▶ Staff development
- ▶ Business Plan KPI's
- ▶ Etc.

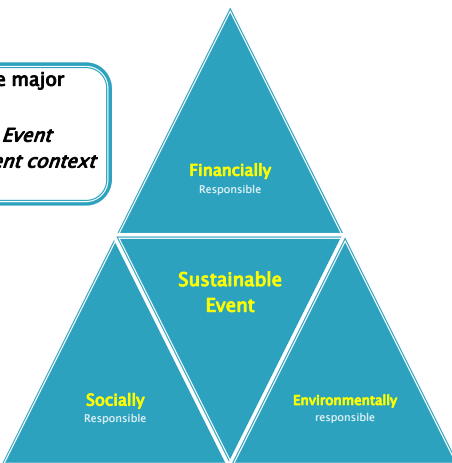
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36

Step 2

- Identify what should be the major focus of evaluation
- *Audience, Event Elements; Event organisation elements; Event context elements*

- ▶ Event impacts on community (economic, social, environmental)
- ▶ Community impacts on event
- ▶ Community perceptions (user / non-user values)
- ▶ Media coverage
- ▶ Etc.



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Step 3

- Set SMART Objectives and select appropriate approaches (within your resource limitations) for conducting the evaluation
- *Timing; quantitative; qualitative; financial; economic; non-financial & non-economic; event success; event sustainability*

Evaluation objectives should be **SMART**:

- ▶ **S**pecific: What exactly do you need to find out & why?
- ▶ **M**easurable: How can it be measured?
- ▶ **A**chievable: How will you resource the evaluation?
- ▶ **R**ealistic: Is the evaluation possible/worthwhile?
- ▶ **T**ime-specific: When will evaluation & report be done?

SMART objectives should reflect the overall organisation objectives and goals of stakeholders.

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Step 4

- Select model to be used for evaluation
- Cost-benefit analysis; Triple bottom line (TBL) evaluation, market profile/share etc.

Put systems in place to capture data

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Step 5

BEFORE

- Develop appropriate instruments and data collection strategies based on the model selected

Pre-event assessment (formative/predictive):

- ▶ Market appeal
- ▶ Sponsorship potential
- ▶ Facilities and services availability
- ▶ Program attractiveness
- ▶ Event team readiness
- ▶ Etc.

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DURING

Step 5 · Develop appropriate instruments and data collection strategies based on the model selected

Monitoring assessment (processes):

- ▶ Box office trends
- ▶ Contract fulfillment
- ▶ Service quality
- ▶ WH&S
- ▶ Media reaction
- ▶ Etc.

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41

DURING


Step 5 · Develop appropriate instruments and data collection strategies based on the model selected

Post-event assessment (outcomes/more certain):

- ▶ Budget results
- ▶ Box Office
- ▶ Attendee satisfaction
- ▶ Sponsor satisfaction
- ▶ Staff feedback
- ▶ Etc.

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Step 5

· Develop appropriate instruments and data collection strategies based on the model selected

Quantitative:


- ▶ Excellent for calculating numerically
- ▶ While good at the implementation and finalisation phases it is poor in the planning phase where there is a minimal focus on evaluation
- ▶ Provides 'hard data' of great breadth but often lacks depth of understanding of "why"
- ▶ In surveys it can often be misleading as respondents are not experts in calculating their own expenditure etc.
- ▶ Often less time-consuming to collect

Qualitative:

- ▶ Excellent for assessing underlying motivations, satisfaction levels etc.
- ▶ Can be used in conjunction with quantitative approaches to give both breadth and depth of understanding
- ▶ Can be very time consuming to collect
- ▶ Can be open-ended allowing for unexpected inputs

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Step 5

· Develop appropriate instruments and data collection strategies based on the model selected

Financial:

- ▶ Collecting, assessing and monitoring numerical data relating to the budget projections and actuals, box office takings, cash-flow, attendee expenditure, profit/loss etc.

Economic:

- ▶ External numerical data that looks at external stakeholder impacts. For example event impacts on employment, tourist expenditure and other economic activities.

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Step 5 · Develop appropriate instruments and data collection strategies based on the model selected

Non-financial and non-economic:
 Assessment of things that are not easily quantified but are relevant. For example:

- ▶ Assessment of intangible community costs and benefits
- ▶ Assessment of net value to the community
- ▶ Assessment of stakeholder perceptions
- ▶ Assessment of community pride and other non-economic activities.

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Step 5 · Develop appropriate instruments and data collection strategies based on the model selected

Event Success:

- ▶ Did the event go according to the event plan?
- ▶ Did the event achieve the targets set? (KPI)
- ▶ Did the event achieve the stakeholder targets? (KPI)

Event Sustainability:

- ▶ Were you able to assess, measure and monitor the event process and outcomes?
- ▶ Were you able to utilise these evaluation findings to improve your event?
- ▶ Did the event achieve TBL goals internally and externally?

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Step 5 · Develop appropriate instruments and data collection strategies based on the model selected

Cost-benefit analysis:

- Identifies and measures the costs and benefits of an event and takes into account the ripple effect on the local economy

Ethnographic profile:

- Assessment of experience related events through attendee interviewing, surveying and observing.

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Step 5 · Develop appropriate instruments and data collection strategies based on the model selected

Self-evaluation surveys:

- Event attendees record their comments and complete the form. This is may be biased to certain types of attendees. Can be done at the event or online post event.

Direct-evaluation surveys:

- Event attendees are interviewed and their comments entered onto a form. Random selection is often utilised (e.g. every 10th person through the gate), this helps to ensure the results more accurately reflect the population attending.

Organisation-evaluation surveys:

- Conducted with people involved in staging of the event

Stakeholder-evaluation surveys:

- Conducted with key external people and organisations involved in staging of the event

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Step 6 · Collect and analyse data and findings

Marketing–evaluation:

- ▶ Number of hits on website
- ▶ Number of social media comments
- ▶ Number of mentions in news items
- ▶ Number of media interviews
- ▶ Number of Tweets
- ▶ Number of Facebook Friends/Likes

Internal database–evaluation:

- ▶ Finance reports
- ▶ Box office reports
- ▶ Complaints/Endorsements
- ▶ Business Plan goals

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49

Step 6 · Collect and analyse data and findings

At the event:

- ▶ Can be labour intensive
- ▶ Need to train interviewers
- ▶ May be interrupting enjoyment of event
- ▶ May be hurried
- ▶ May reflect momentary feelings/emotions but not long term memory of event satisfaction
- ▶ Needs data entering post–event

After the event:

- ▶ Usually online (data entering done by respondent)
- ▶ Often cheaper
- ▶ Provides greater accuracy of responses
- ▶ Provides a 'summarised' experience memory
- ▶ Usually requires an incentives

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Step 6

· Collect and analyse data and findings

- ▶ Resources and systems capable of **collecting** data
- ▶ Resources and systems capable of **tracking** data
- ▶ Resources and systems capable of **analysing** data
- ▶ Resources and systems capable of recording the data and findings of multiple events/years to compare, contrast and track trends
- ▶ TIME
- ▶ EQUIPMENT
- ▶ PHYSICAL RESOURCES
- ▶ HUMAN RESOURCES
- ▶ EXPERTISE
- ▶ CONSISTENCY OF METHODOLOGY

Step 7

· Compare with previous findings and track trends

Step 8

· Prepare and disseminate event evaluation report

- ▶ Provide a general overview of events overall achievements against goals, then
- ▶ Provide information that is directly relevant to the reader/stakeholder
- ▶ Deliver report in a format that the reader/stakeholder can best utilise (meeting, printed, electronic etc.)
- ▶ Deliver the report in a timely manner (that fulfills the **SMART** objective you agreed to in the planning phase)
- ▶ Don't just provide data – provide analysis and commentary
- ▶ Stakeholders love to see estimates and actuals and graphics that show trends
- ▶ The quality of your report presentation will be seen as a reflection of the quality of your event

Step 8

· Prepare and disseminate event evaluation report

Every number
should tell
a story

Step 8 · Prepare and disseminate event evaluation report

Every story should have an audience in mind

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Step 9 · Formulate and implement decisions for improvement based on event evaluation findings

All your evaluation findings MUST be useful or you have wasted valuable resources in collecting the data.

- ▶ Set aside time to thoroughly evaluate the implications of your findings
- ▶ Utilise the results to set and adjust your goals
- ▶ Utilise the results to 'refine' and improve your internal systems and processes
- ▶ Utilise the results to improve your programming
- ▶ Utilise the results to improve your marketing
- ▶ Utilise the results to improve your stakeholder and sponsor management

Take incremental steps to improve your event each year

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56

SAVE
EFFORT

- Provide outcome reports to key stakeholders

After your event you will need to report back to those stakeholders who gave you support;

Specific Criteria agreed upon:
e.g. Council, TEQ, Catalyst, commercial sponsor etc.

No specific Criteria agreed upon:
In-kind media sponsor, friends of.... etc.

BE CLEVER AND COLLECT DATA ONCE TO SERVE MANY STAKEHOLDER REPORTING NEEDS – DON'T DUPLICATE EFFORT

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SAVE
EFFORT

- Provide outcome reports to key stakeholders

?	SCC	TEQ	CATALYST
No. of attendees	X	X	X
Total revenue	X	X	X
Amount spent with local businesses	X	X	
Media Coverage	X	X	X
Indigenous involvement			X
Commercial Partnerships		X	X

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58

