

Event Sponsorship Guide

Maximising your opportunity and return on investment

Set Goals

Organisations typically have one of 3 main objectives when sponsoring – make sure you select a package that best fits your needs.

- Thought-Leadership: Deliver a key message, and educate your prospects
- Brand Awareness: Build your profile, and differentiate your business
- Lead Generation: Create new relationships, and generate sales opportunities



Marketing

Events provide a great platform to promote your services – maximise your exposure pre-event and communicate with a wider audience.

- Social: Announce your involvement, share event updates and support the industry
- Email: Invite your own clients and to attend, and meet you onsite
- Content: Provide video, whitepapers, and other insights for the organisers to share on your behalf

Exhibiting

Booths provide a great meeting place onsite – make sure yours is as inviting and interesting as possible.

- Signage: Invest in making your booth graphics as unique and colourful as possible, to catch attendees attention
- Furniture: Avoid cluttered layouts, or desks that encourage staff to sit and wait for delegates to approach them
- Activities: Think outside the box, and have a point of difference (VR, games, competitions, demos, giveaways etc)

Speaking

Events provide an excellent opportunity to educate a qualified audience on a one-to-many basis – it is vital that align you message and select the correct format.

- Keynote: A plenary session should take a strategic view of the industry and challenges, and refer to relevant case studies or success stories – i.e not product pitch or solution specific!
- Roundtable: These intimate sessions provide an excellent opportunity to get granular, give – and receive – insights from pre-qualified participants
- Workshop: Interactive workshops enable you to spend longer with smaller groups, and deep dive on very strategic or technical concepts

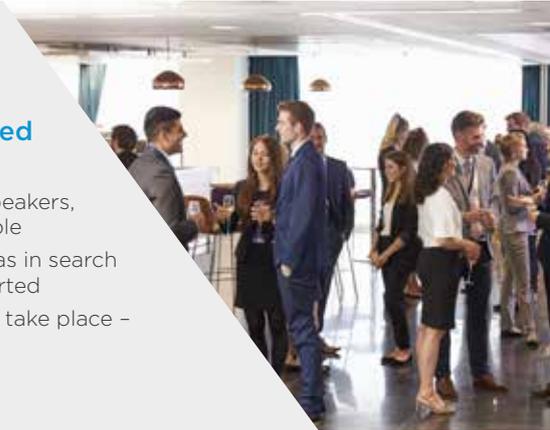




Networking

An event provides an ideal opportunity to make new contacts, or re-connect with prospects – it's vital to ensure you have your most qualified industry execs onsite

- **Event:** Taking part in the main event sessions is an important way to reference the speakers, understand the industry and – more importantly – meet delegates sat around the table
- **Exhibition:** Resist the temptation to do “stand duty” and wander the networking areas in search of discussion. You can always return to your booth once a conversation has been started
- **Social:** Breakfasts, Lunches, Dinners and Drinks is often where the real conversations take place – don't miss out by arriving late or leaving early!



Reviewing

Post-event analysis and follow up is critical – ensure you prioritise qualified leads with a follow up call/email ASAP.

- **Feedback:** Talk with staff and organisers post-event to gauge the overall success of the event, and discuss what worked – and what didn't
- **Follow up:** Make sure that your best prospects are contacted ASAP by your best salespeople; dropping all leads into a generic sales pipeline is a fast way for good leads to go cold
- **Re-sign:** The best events – and packages – are often sold out well in advance of the event date. If something worked well for you, don't run the risk of losing out next year – secure your spot ASAP

In an incredibly busy market, selecting the right event can be difficult. When analysing opportunities, it's important to ask the right questions, to separate the best from the rest:

- How do you build your audience?
(are they engaged, and well qualified?)
- How many delegates do you expect onsite?
(is there a previous delegate list I can see?)
- How much do you charge delegates?
(are they being priced out of attendance?)
- Have you run this event before?
(have previous sponsors returned year-on-year?)
- Is the program full of vendors and/or consultants?
(are they able to attract enough primary case studies?)
- What's the buy:sell ratio onsite?
(is there enough leads per sponsor)



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