

Enhancing PCO Competitiveness

through Sponsor Development for Business Events



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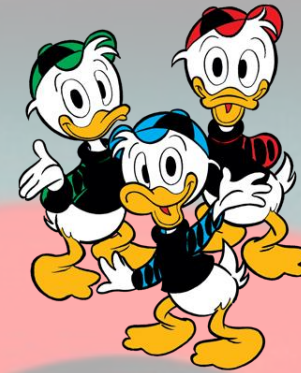


G'day mate



Power of 3

- The brain finds it relatively easy to grasp threes — elements, colours and fonts.
- Push that to just four and the brain gets confused about where to look



3



Why clients seek PCO HELP?

A person's hands are visible, holding a white rectangular sign that says "HELP" in large, bold, black capital letters. The person is sitting at a desk covered with a large, messy pile of crumpled white paper. In the background, there is a stack of papers and a blue folder on the desk. The overall scene suggests a state of frustration or seeking assistance due to a large volume of paperwork.

- 3 common client pain points
 - Delegate marketing
 - Technology
 - Sponsorship revenue
- Clients will engage PCOs who can demonstrate success in these areas

Enhancing PCO Competitiveness



- Effective **Market Development** is like turbo charging your competitiveness.
- Working smarter – NOT harder
- Smart strategies integrate:
 - Delegate Marketing (Audience Profiling)
 - Technology (Market Segmentation)
 - Sponsorship/Exhibition Development



3 reasons why Olympics seeks sponsorship

1. Revenue (Independent stability & financial security)
2. Build on the event's growth and development
3. Enlist support for marketing from partners in the promotion of the Olympics



PyeongChang 2018 Olympics – By the numbers

- IOC contributed an estimated USD\$880 million
- Estimated cost of games USD\$12.9 billion
- Audience was 5 billion
- Coca-Cola is longest continuous partner, since 1928
- To become a top level partner is expected to cost around USD\$100 million

Being competitive and successful in sponsorship development is all about...

STRATEGY



EVER TRIED.
EVER FAILED.
NO MATTER.
TRY AGAIN.
FAIL AGAIN.
FAIL BETTER.

Failure is an important part of learning...

But only if you learn from your failures!

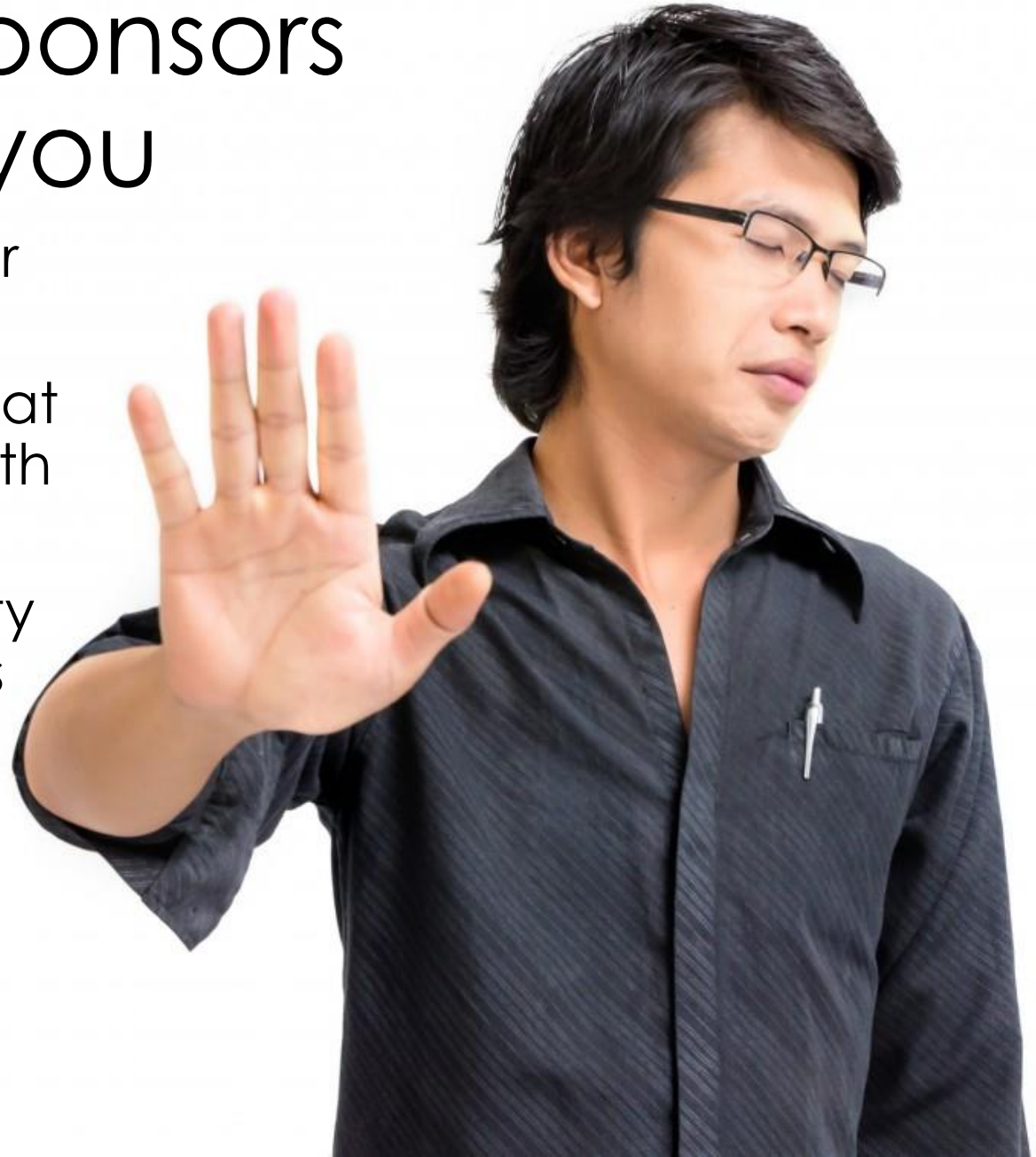
Why do many sponsorship proposals fail?

- Concentrate on your needs – not the sponsor's
 - Vague and uncreative
- Don't make a strong business case
 - Difficult for them to sell internally
 - Hard to know how to leverage
- Offer same routine
 - Logos on things, tickets to things, hospitality etc
- Poorly structured
 - Lack of information
 - Hard to read
- Go to the wrong person

This is why a majority of proposals FAIL!

3 reasons why sponsors don't buy from you

1. They don't trust you or your information.
2. They are not convinced that the journey/product is worth their time.
3. They don't see connectivity with their brand objectives and values.





**So what
do sponsors
want?**



Value for money

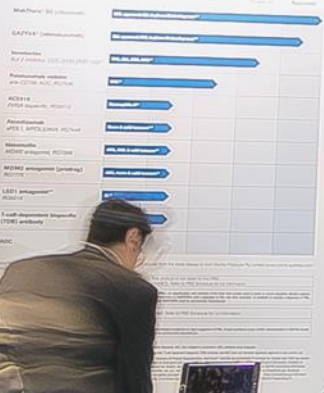


Return on investment



Brand innovation

Haematology pipeline



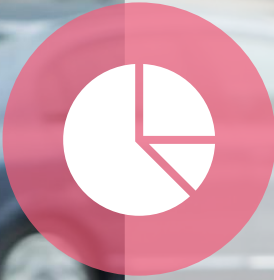
We believe...
in the pursuit of
transformational science

in pushing boundaries with
innovative clinical trials
in a patient-centric focus
on patient outcomes

on is key



Relationships



Data



Innovation



Relationships

Now you have my attention



Building sponsor relationships

- Quality over quantity is always best
 - Large databases = more labour
- Qualified leads is essential
 - info@ email addresses are wasting your time
 - Get a name, make the connection and build a relationship
 - Be sincere
- Speak to your clients about their industry to help identify sponsor prospects
 - Shows where to focus your efforts and invest your time
 - Keep front of mind companies that are seeking to do business with your audience AND what's in it for them

THE RULE OF 80/20

Apply the 80/20 Rule




Those 20% of your sponsors, you should be investing 80% of your time and energy into

20%
FOCUS HERE!

Turning prospects into relationships

- **Be realistic**
 - Who would like some quality time with your attendees?
 - Don't waste time on chasing leads that are not likely.
- **Skip the sales pitch**
 - Your communications (Email, video or phone) need to be sincere and compelling
 - What's in it for your sponsor?
- **Use 80/20 rule**
 - 80% of your effort into the 20% that will give you the largest revenue.



Sponsors may not be shareholders, but they are stakeholders!

- Financial investment into your event's success
- Include them in your planning stages
- Treat them with respect and as you would any business partner

SOLD

by 



Data

Unlocking your event's true selling potential



Current climate of sponsorship



- Exposure to a company's target market is not enough.
- No longer can you rely on last year, as so much can change.
- Today the MICE industry faces more competition and challenge than ever before.

A large crowd of blue umbrellas is shown from a high angle, creating a textured, repeating pattern. In the center of the crowd, a single bright yellow umbrella stands out prominently, symbolizing uniqueness and standing out from the crowd.

So how do you make your event
stand out in the crowd of many?

Are you sitting on a gold mine of data?

- Data is reliable and evidence of your claims
- Data can make your event unique, without it; your event is just like so many others
- Data makes your event sales pitch compelling
- The right data can make your event commercially attractive to sponsors

Compelling VS Hyperbolic

Compelling VS Hyperbolic

- **Hyperbolic** – simply means HYPE (fluffy sales pitch)
- **Compelling** – effective use of facts and data to convey a convincing message that is commercially attractive.



Meet buyers with an average budget of **USD\$6 Million**

Generate more sales

75% are C-level management

Meet with senior buyers



13,700 international frontline leaders representing **141 countries**

Global brand exposure

92% are scientists

Connect with your customers



Use data to sell your events

- Australia is driest continent on earth
- Catastrophic rated fires are unsurvivable
- Wildfires currently cost A\$20 billion per year
- Expected cost is over A\$40 billion by 2050
- Time to invest in wildfire strategy is now!



RFS



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Use data to sell your events

- Access the largest volunteer fire-fighting service in the world (70,000+ members)
- The science on fire behaviour – what did the labs show us? - Dr. Chris Bearman
- Firestorm predictions with Dr Jason Sharples
- Sponsors will meet with over 400 frontline fire combat experts
- Australia's largest interactive outdoor firefighting expo – featuring live workshops and demonstrations



RFSA
CONFERENCE 2018



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Innovation
More than just a good idea

Be Innovative With Ideas & Embrace Technology

Re-think how you go about attracting sponsors as the climate you once may have been familiar with has changed dramatically.

Sponsors are signing up with creative conference/event organisers who can provide new and innovative ways to engage with their audience.



Case studies of creative sponsorship



Sponsor Breakfast iwCLL – Sydney 2015

For our Opal Sponsor, an award was created and presented by the Chair at a dedicated breakfast. Key sponsor representatives enjoyed quality time with VIP speakers and Committee.



Unique experience LNG18 – Perth 2016

Give delegates a local or unique experience that they will remember and you can be sure a sponsor will see value in being aligned with that.



Innovation W/shop Metropolis – Sydney 2018

Largest sponsorship in CBA Community Banking, allowing delegates to extend their Conference program to participate in innovation workshops and see first hand the future of AI banking.

Case studies of creative sponsorship



Sponsor Centenary ICI – Melbourne 2016

To celebrate CSL's 100th year, we tailored a Gold package (\$85,000) to be \$100,000. CSL were thrilled with the outcome and was the most they have ever invested into a scientific meeting sponsorship in their 100 year history.



Regional Pavilion WGC – Melbourne 2015

For organisations who could not afford to participate, we developed regional pavilions so they can share common exhibit space with other companies for their region. Pavilions were developed for Iceland, Turkey, Asia-Pacific and New Zealand.



Sponsor workshops RFSA – Mudgee 2015

Having always struggled to attract sponsorship, we expanded the exhibition to include outdoor interactive demonstrations for sponsors. These workshops are now a highlight of the RFSA Conference series.

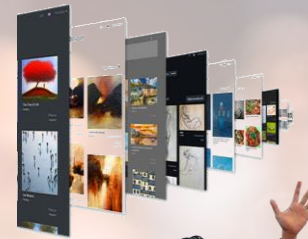
Smart Tech Love Affair

Deloitte's mobile survey (Source: deloitte.com)

- 51,500 across 33 countries
- 88% of us own mobile phones
- 35% check mobile phones within 5 minutes of waking
- 70% access mobile phones during meal times
- Purchasing via mobile phone increased 25% 2016-17
- 68% use their mobile phone for business purposes
- 18-34 year olds are highest users at 95%
- But the largest increase in 2017 came from ages 55-64 (5points) and 65-75 (9 points).

Innovative Sponsorship

Through leading technology



arinex.com.au/events-technology



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Sell your destination

Sponsors want your audience... so what are you doing to market your destination to attract attendees?



61% of delegates' expenses often covered by employer or business.

Provide affordable travel options

60% of delegates influenced to attend based on destination being desirable and ability extend their stay.

Engage your tourism bureau



55% of delegates are attracted by discount offers such as flight and hotels.

Promote special offers and partners.

88% access information via their smart device.

Use leading event technology to engage.

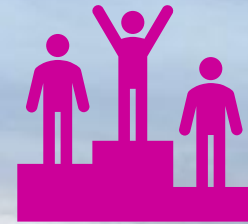




Engage your MICE industry partners and Tourism Bureaus to successfully sell your destination and attract delegates



Sell your delegate audience to prospective sponsors to gain financial investment

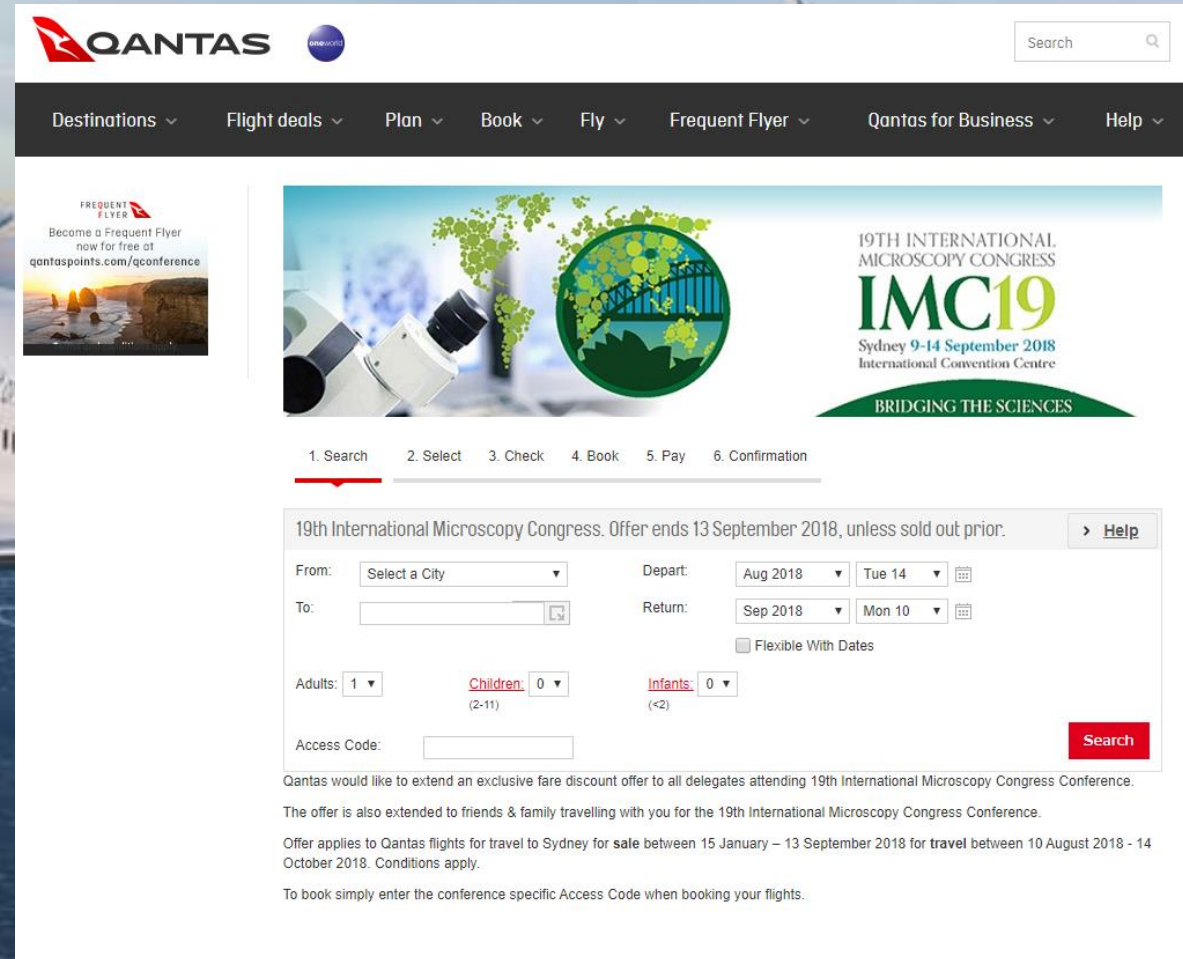



Position your PCO with the competitive advantage through a successful track record of sponsorship development



Arinex and Qantas

- Only PCO with global airlines partnership
- Powerful advantage over our competitors
- Customised marketing collateral
- Australian experience begins on your flight
- Free Frequent Flyer membership to every delegate
- Discounted flights booked direct from event website



QANTAS 

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IMC19
Sydney 9-14 September 2018
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(2-11) (<2)

Access Code:

Qantas would like to extend an exclusive fare discount offer to all delegates attending 19th International Microscopy Congress Conference. The offer is also extended to friends & family travelling with you for the 19th International Microscopy Congress Conference. Offer applies to Qantas flights for travel to Sydney for sale between 15 January – 13 September 2018 for travel between 10 August 2018 - 14 October 2018. Conditions apply.

To book simply enter the conference specific Access Code when booking your flights.



What defines a sponsor?

- Financial stakeholder in your event
- Committed to your event's success
- Add strength and credibility to both your events and your PCO track record
- Collaborative marketing partner
- Ultimately your sponsors/partners are like clients and can enhance your competitiveness as a PCO.

Choose them wisely!

고맙습니다

Thank you



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