Event/Sponsorship Marketing: Tips to Make Your Sponsorship Dollars Equate to More Patients

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Set List

Tour – deconstructed
(The basics of event marketing)

The basics - research

5 components of a successful tour
(or an event that gets RESULTS)

The PSYCHEDELIC IRIS' tour - getting started
(Event marketing processes)
What is Event Marketing Anyhow?

I knew I couldn’t take you guys seriously??
Oops...sorry. Are we disturbing your work?

Is this your show or a phone booth?

Um...probably to exit your booth immediately.

WHAT IS your exit strategy?

I Get a Candy ~ Drop a card!

AHHHHH! collateral overload!

Who are you?

Why is your hand in my face?

You must be tired from all of that sitting.
How much are they paying you???

The worst mistake we can make is just showing up!

What It Is

- Strategic
- Campaign
- Fan (patient) engagement
- Showcase
- Multiple impressions
- Brand awareness
- Integrated

**ENGAGEMENT DRIVES RESULTS**

Why Do We Care About Event Marketing?
Why

- Captive audience
- Prospects new and old
- Campaigns increase interest
- Competitors are EVERYWHERE
- Enhance fan base = RESULTS!

50% plan to purchase as the result of an exhibit.

When Do We Use Event Marketing?

For ALL tour types

Thought leadership
Sponsorship
Patient events
Exhibit

When
Where Do We Use Event Marketing?

Who is Involved in Event Marketing?
Who

THE PSYCHEDELIC IRIS' 
• Band manager (marketing manager)
• Tour manager (administrator)
• Roadies (events team)
• The band (techs & counselors)
• The front man (MDs & ODs)
• Publicist (marketing manager)
The fans (patients)
Know The Rules

Before you tailor a campaign find out if you can do:

• Giveaways?
• Games?
• Alcohol?

If It's Your Own Venue

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1 - Planning

• Event selection & business case
  • Goal alignment
  • Cost/benefit analysis
  • Opportunity costs
  • Staffing
• Marketing plan
  • Goals/objectives
  • Strategy (engagement – REMEMBER!)
  • Patient targets
  • Integrated communications
• Timelines
  • Tradeshow – 2-3 months
  • Seminar – 6-12 months
  • Event sponsorship – 3-6 months
  • Team sponsorship – 6-12 months

2 – Multi-Channel

• How to make a memorable impression?
  • Repetition over time (DRIP)
  • Diversify delivery
    • Email
    • Social Media
  • In house notifications
• Content (that people really want!)
• Engage
• Benefits?
  • Brand awareness
  • Pre-qualification, opt-ins, market research
  • Top-of-Mind
  • Drive traffic

Ranking of Most Used Promotional Methods:
Content/Collateral Examples

Procedure specific brochures

3 – Engagement Throughout

Emotional & Personal Connections

4 – Create an Onsite Experience

Activities Memorable Images

Remember Engagement drives results. The worst mistake we can make is just showing up.
SMILE Approach

• S – Stand off to the side
  • You’re not a booth bouncer
• M – Make eye contact
  • Go ahead and smile while you do it
• I – Interest your customer
  • Ask quality open ended questions
• L – Lead your guest with quality questions
  • Garners interest
• E – Encourage feedback

5 – Follow-Up and Follow-Through

<table>
<thead>
<tr>
<th>Within 1 Week</th>
<th>Within 2-3 Weeks</th>
<th>Continuous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Leads</td>
<td>Collect Data</td>
<td>Follow Up With Leads</td>
</tr>
<tr>
<td>Internal Collaboration / Debrief</td>
<td>Create Report</td>
<td>Track Results</td>
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RESULTS - Triple Platinum
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How Do We Get This Done Moving Forward?

- Planning, execution & evaluation
- Tour dates - supported opportunities list
- Collaborate with your band & tour managers
- Conference review board
- Publications review board

Practice Processes

Your band manager isn’t this creepy and probably doesn’t smoke cigars, but they will help you make stacks of green (cash – for the layperson).
Imagine the Results

Questions? Comments? Ideas?

Thank You
Cuinn Merrigan
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