



OCTOBER 2020

THE WEEKEND HACKERS

#eventprofsstalk hackathon

12-MONTH SALES AND MARKETING PLAN FOR AN EVENT AGENCY

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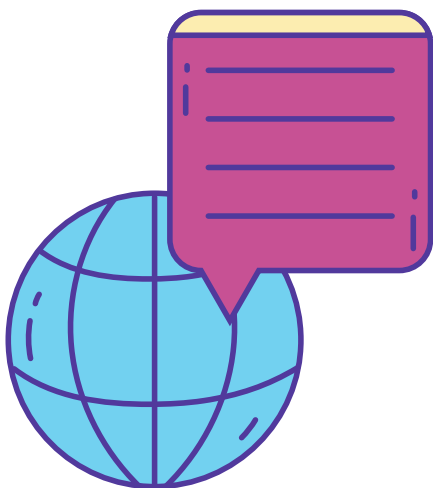
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03

The following is a Sales and Marketing plan created for a fictitious events agency “The Weekend Hackers” devised by a team of leading MICE Professionals in a 48-hr Hackathon.

In the post COVID-19 world, the industry will be slowly returning to host corporate events. Industry trade shows, incentives and team building, workshops and other events are halted until governments around the world have concrete measures, guidelines or a vaccine to gain confidence back in business travel. Event agencies have missed their business cycles for the year to generate new leads through clients appointments and industry events, with that being said, it shouldn't discourage event companies and partners to keep the business growing through online channels.

This business plan looks at how an event agency can adjust its current business offering for the post COVID-19 world. This means: rethinking, reevaluating, redesigning, readapting, reinventing, and recreating all the existing sales and marketing processes it has applied previously.

As the saying goes, ‘we are in it together’ as an industry, event agencies and their partners around the world are facing this same challenge—how to maintain and generate new business and how to stay relevant while waiting for travel to resume. This plan calls for event professionals to forget how things have been done in the past; there is a new ‘normal’, and event agencies need to adjust rapidly.

The plan takes into account the current situation and has been devised as a tool to assist and inspire event professionals.

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The business objectives for the sales and marketing plan will be divided into three categories: high, medium and low risk. This will help the organisation to set a clear vision for the next 12 months, develop online solutions and incorporate post-covid business goals.

The high-risk category will include objectives set for the next 6 months, medium-risk objectives will be set from 7 months into the plan, and low-risk will cover the last few months into the campaign. Risk categories are based on rules and regulations determined by Covid-19. Categories are flexible and dependent on rules and legislation in the local areas for Covid-19. If low-risk is predicted to be earlier than anticipated, then adjustments can be made to the timeline for each category.

High-risk category (Upcoming 6 months)

- Staying visible with relevant content on all online platforms - setting weekly targets on sending out content at different times of the day to increase engagement.
- Create an online community to support and assist clients.
- Creating a 'Micro-tribe', a community within a community. An example would be MICEFluencers. This can help event professionals to have accessible resources and knowledge in these difficult times.

05

- Narrowing down the niche and knowing which target markets to engage with.
- Explore new client segments, research expectations and adjust the offering of services.
- Target campaigns in the local area.

Target campaigns in the local area Medium-risk category (7 months onwards)

- Supporting local suppliers to ensure a reliable and trusting network.
- Continue giving back to the community with CSR so the organisation remains visible and expand the reach within the sustainable network.
- Raising and maintaining confidence with existing clients with continuation of online engagement by sharing knowledge, consulting and having the reputation for the latest trends and advice.
- Continuous exploration of possibilities offered by virtual and hybrid platforms by being up-to-date with latest trends and constantly promoting the company's offering of services.
- Taking the lead in the industry for creating safe events in a time of pandemic.
- Other forms of communication with clients such as phone calls, newsletters and face-to-face meetings in a safe setting.
- Target campaigns in regional areas.

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Low-risk category (10 months onwards)

- Showing innovation with potential new clients regarding what types of events and experiences can be created.
- Build confidence with clients on using new technologies for their events.
- Demonstrate comprehensive expertise in designing events online and offline.
- Promote face-to-face meetings for small numbers of participants respecting the safety measures in place at the destination.
- Virtual and hybrid showcasing with sponsorship and educational tier level offerings.
- Target campaign on a national and global level.

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Events Under the Current Situation

Regulations at present are fluid to say the least, making planning events problematic if not impossible with international and domestic travel for the foreseeable future. Here are the premises for coming months:

- In-person events will be possible for limited numbers of people. These will require a strict and complete protocol to ensure participant safety and limit interaction without damaging the experience. It is realistic to presume that this protocol will be a necessary step for all events in 2021.
- In-person events may be cubicle based (such as a drive-in event) with an additional hybrid offering. This not only allows us to utilise the value of in-person events where possible, but also demonstrates our knowledge, capability and authority to deliver safe events therefore facilitating consumer confidence.

Given the above, virtual and hybrid events provide the most secure solution for the next six months. From May 2021 onwards, the agency may think about reverting to a greater number of in-person events within the given restrictions.

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Events:

As an events company we need to provide events for the following:

- On behalf of our clients.
- To further our own business goals.

1.Client Events:

Proposals to our clients over the next 12 months will be focused on:

- Creating community and connecting with participants across borders, backgrounds and ethnic diversity ensuring where appropriate that the implementation of events allows inclusion of the visually or hearing impaired.
- Devising truly interactive moments, looking past the webinar formula to creatively engage with our client's target on issues that are relevant to our clients' values and goals.
- Utilizing innovative formats and involving key voices and influencers as moderators to increase engagement.
- Providing multi-sensory events to give an immersive experience and which allows the involvement of a network of suppliers.

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- Include gamification to increase anticipation of the event and the stakes for participation. This can take the form of hampers, discounts, special offers.
- Providing material post-event in order to support their content strategy.

2. Agency Events:

As an agency, there is a need, responsibility and role to reach out to suppliers, clients and stakeholders to involve them in activities to demonstrate “we are in it together”, and strengthen relationships which will benefit everyone when recovering from COVID-19.

Events should be focused on communication and involvement, taking advantage of a possibility of becoming closer despite the physical distance, and will include:

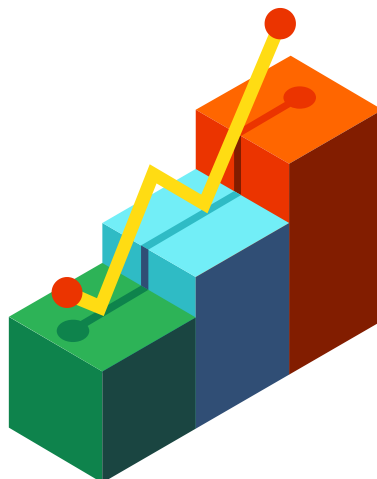
- An agenda of regular Instagram Live chats with key clients.
- An online skill swap involving key contacts and suppliers, sharing their expertise to support their local community and businesses in need; subsequently building both a collaborative community and a solid reputation.
- A strand of topic-based events that go beyond networking, giving opportunities to both learn and connect - be this through streamed fireside chats, Q&A panels, TEDCircles style meets. This may include deep-dive discussion into bigger industry issues and wider world issues such as sustainability, climate change, Black Lives Matter and the impacts of Brexit for example.

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- A focus on sustainability and the need for change in our industry whilst demonstrating a sensitivity to how this may impact existing suppliers and relationships.

Key considerations for devising and marketing these events will include:

- 'The Netflix effect' promotion activity - making recommendations to delegates based on previous engagement.
- Delivering content that is visual, on-demand, bite- size and long-form.
- Content is not free - instead, it is highly engaging and interactive, adding value and hitting requirements both for fun and encouraging audience contribution to a common goal.
- Driving traffic towards these events through creating 'FOMO' - both before and during with a variety of proposed activities hosted by a strong moderator, seamlessly linking between these activities and the strategic content.



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Plenty companies have restructured, sadly several have closed down. Thousands of event planners are out of work and moving on to new jobs.

Any existing client database needs a bit of tough love at the moment, but times are perfect to reach out, update, refresh and find new synergies.

The playing field is rapidly changing and with a bit of a modern approach, the current period allows for strengthening existing relations, as well as building solid foundations for new business collaborations.

Existing clients:

- Reach out and understand their situation, update the database.
- A call, a coffee chat or even a zoom happy hour go a long way when it comes to stress relief and information exchange in an informal setting.
- Be a friend first; listen, support, offer advice and guidance.
- Define which service or personal help the company offers to help someone get through a difficult situation.
- Produce relevant and useful content: Send newsletters, share interesting articles, industry-related information, provide educational sessions.

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- Strengthen relationships and build an online community.
- Invite to join the company's online community and micro-tribes, offer a sense of belonging and valuable exchange, as well as a sounding board.
- Motivate and inspire.
- Not all content should be business-related. Focus on wellbeing and mental health. Design motivational content and encourage to stay active, take a break, combine work and pleasure, create a feeling of togetherness (example @eventprofswalk, #walkntalk).
- At the same time inspire with updated knowledge, services and developments. Send tailored presentations and info materials. Potentially also invite to events that may be of interest (either a social event, albeit virtually maybe, or a showcase of a platform for example that may be good or relevant to the client.



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New clients:

- All the company does for existing clients is applicable to new clients as well. The pandemic has allowed for fast-tracked client relationships building. New clients are considered old friends in an instant.
- Provide more in-depth company introductions (by means of personal, creative zoom presentations and visually appealing documents).
- Offer detailed insight into how the company can help clients add value and achieve objectives (virtual and hybrid strategies and services, methodologies, case studies).
- Rapidly incorporate new clients into the existing client strategy.

Implementation plan:

- Schedule touch-base, follow-up, introduction calls and sessions.
- Content creation and strategy (multi-channel mix of motivational -, educational- and service- related information).
- Launch online community and micro-tribes and schedule time spent.
- Design and share an exciting sales deck.

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Frequent communication with stakeholders is highly recommended during times of crisis. Over the past six months, the way humans communicate has shifted from face-to-face to online communication, and this trend is set to continue and evolve in the business environment.

For small businesses with limited resources, there are many free tools available to enhance communication and reach target audiences, specifically in the domain of social media. Despite growing popularity of different channels, the most effective platforms for event professionals remain Instagram, LinkedIn and Twitter. It is important to be strategic when choosing which platforms to focus on, ideally limiting these to two or three. Below is an overview of how each may be used for business purposes.

The first priority in communication is to consider mobile access and how content produced for social media channels is seen by potential customers, on all devices. Each piece of content should be native for the channel on which it is posted.



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Instagram:

- Instagram offers the possibility to reach out to a number of stakeholders and build a more personal relationship providing personal / inspirational and community-based content in a variety of formats.
- Visual impact is paramount although it is important to have a combination of impactful visual assets and interesting copy. Canva offers a variety of free templates that can be used to make appealing post designs for all social media platforms.
- Utilise all functions on Instagram: content should be posted in the feed, stories, reels and IGTV.
- Ideas for Instagram posts include: Event case studies, quotes from blog posts or website copy, behind-the-scenes coverage, lists (for example top MICE destinations to reach by train, creative ideas to thank loyal clients for the festive season, tips for making events more sustainable).
- Identify content that performs well on Instagram and scale up, create more of it. Despite all competing platforms, Instagram provides very high reach and visibility at the moment.
- Create challenges where multiple attendees or colleagues can send fun videos on the company's IG account from attending events (also online). Use this also for further engagement to provide shout outs, ask for feedback, questions and polling.

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LinkedIn:

- Favours written content in the form of written status posts and sharing links to websites.
- Major advantage: LinkedIn still has very high organic reach and provides detailed analytics about the profile of those who viewed the post.
- By posting frequently and consistently event planners can reach their potential customers easily and effectively.
- Make full use of LinkedIn by engaging with contacts on a regular basis: engage on contacts' posts, check-in with existing connections and don't forget to add suitable connections in order to expand network and reach.
- Position yourself as a thought leader: share valuable insights, developments and new concepts.

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Twitter:

- Defined as the 'water cooler' of social media by Gary Vee, it allows for short and punchy texts of up to 240 characters.
- Offers unique opportunities for engagement: catching up with existing business contacts, contributing to discussions and reading about news. It is also good for discoverability.
- Focus on written content and link sharing.
- User generated content: Possible to use as part of a campaign where people can discuss ideas/share interests or help and be part of the campaign. Let the participants feel they are involved and have control on what content they would like to see and be part of.

YouTube:

- YouTube rewards long-form content. Such content can be interviews with industry stakeholders.
- YouTube helps increase discovery on Google and in doing so helps to reach new target audiences.

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When communicating on social media:

- Be social on social media, and in difficult times, such as now, support existing partners and suppliers by featuring them on company's channels.
 - Examples of posts: past case study, collaborative events, interviews etc. that showcase past work but also provide the stakeholders extended reach across a new online community. In return, event companies can get to know their network better and promote each other.

Finding the right balance between live and on-demand content:

- Live sessions can be streamed on Instagram Live or YouTube/LinkedIn (Using StreamYard for example).
- Zoom can be used for a close and exclusive group discussion about a certain topic. Regardless if the session is on an open or closed platform, it should happen 'live' to allow interaction, and later be viewed on demand.
- This will allow co-promotion of partners, own business, gain customer insights and keep in touch with the community.

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The use of video:

- Right now video is becoming increasingly important in order to meet stakeholders regularly due to limits on travel and face-to-face contact.
- Video is also an effective tool to promote own business as it allows for more authentic and personal contact.
- Video is suitable for all platforms: Instagram, LinkedIn and Twitter, as well as YouTube.
- Create short promo videos and testimonials on social media of people having fun with all the activities that have been planned. It's possible to ask partners and past customers to send short snapshots from how they engaged with an activity or ask them to speak in front of the camera to provide a testimonial.

Audio:

- It's important to consider also audio and podcasts, audible content that will appeal to the move-and-learn/move-and-work/get outside mindset.

Campaigns:

- The company can run targeted campaigns on social media to enforce the message. A suitable campaign duration is anything between one month to one year. Given that the situation is constantly changing, campaign messaging should change and be adapted accordingly.

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Traditional communication methods:

- Despite the fast pace required to be active on social media, it's necessary not to forget the traditional communication methods to communicate. There is Zoom fatigue, not every call needs to be a video call. It can be considered sending a post or giving a phone call instead.

Go global!

- Lastly, don't limit the sales and marketing activities just to your local market and consider a more global approach. Online events and communities can be global and customers can be acquired from all around the world. (The only thing to consider is if choosing to share content in languages other than English).

To conclude, all platforms will be relevant depending on the target market, so be attentive to where the customer attention is. Try to stay innovative by utilising and trying new tools e.g. stories on LinkedIn and reels on Instagram. These will allow the company to reach new customers.

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Event professionals are constantly up to date on the latest trends, methods, platforms and systems that can be used to host events (live, virtual and hybrid) and help clients achieve their objectives.

Over the past six months event professionals have upskilled themselves and diversified their offering to offer a new array of services. These include virtual and hybrid events, consultancy, teaching etc. The new offering must be effectively communicated to the clients.

An effective way to communicate the new offering to the clients is by creating a standardised Sales Deck that provides potential clients an overview of the service.

The Sales Deck should include multiple slides, and only the relevant slides for the client will be selected and sent to them.

The Sales Deck should include:

- About the company
- About the new offer/ product/ service
- Why do clients need the service
- Prices
- Contact details (including social media)
- Past examples/ case studies
- Testimonials

It's recommended to make the sales deck visually appealing. Avoid long descriptions, add great pictures, videos and links.

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With personal and professional lives, entertainment and learning all moving predominantly online in the wake of the pandemic, 'webinar fatigue' is not only a coined new phrase to have entered common vocabulary but also a very real situational impact of the over-saturation of webinar offerings and the resulting loss of interest.

As an agency, it is important to recognise this potential threat to engagement and subsequently build a model around it. There are multiple alternative ways to engage with clients outside of webinars, including:

- Audible content such as a podcast series, combined with a 'walk and listen' ethos. The lockdown daily sanctioned walk became a lifeline, and has been continued since by many. Encouraging activity away from the desk and getting outside, promoting positive mental health; whilst still providing opportunity for engagement.
- Extend this to include hospitality and tourism suppliers within the local area, offering audible MICE city-tours or self-guided fam trips with incentives from local suppliers.
- Offer case studies/white papers such as a summary of online event platforms for clients to choose from. Encourage exploration and use of alternative solutions, rather than the convenience of Zoom or Microsoft Team. This also requires time but also benefit in building relationships with suppliers from all online platforms.

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- Combine features of events such as lunch breaks with online engagement/extracurricular engagement, e.g. a virtual cooking class that provides both added value and fulfils immediate client need
- Promote active engagement from clients, encouraging an interactive experience through recording comments, feelings, updates and feedback.

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Human beings thrive best when all basic needs are met and reaching a certain level of happiness often goes hand in hand with a sense of belonging. Knowing who you are as an individual as well as feeling seen and understood by the people around you, both contribute to a better status of wellbeing.

In times of difficulty, support from the inner circle becomes even more important and is often what helps most to overcome the biggest challenges.

During the pandemic, it has been stated many times that the world has become more human and the people in it have been as supportive as can be, weathering the storm under the umbrella of togetherness.

In the event professionals community, this has been no different.

Even though surely the community was there before, the level of personal connection within has never been as strong as it has become.

This can be attributed to the fact that suddenly people with otherwise extremely busy schedules were gifted the luxury of time and could now actually get to know the person behind the email.

However, the fact that people felt misunderstood or neglected by governments and even their closest friends and family members, was even more cause for bringing into life a whole new series of industry related circles; circles of people going through the exact same experience, in an industry of which no one else fully understood the job descriptions and intricate details.

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Out of reaching out to peers in support, volunteering to help run projects, attending the same virtual events, offering free help and services, etc., a tighter community was born and stronger partnerships and relationships came into existence.

These relationships between people otherwise merely buying services from one another have turned into real friendships and much more solid foundations for person-to-person business.

Like-minded individuals stick together, create smaller circles based on a variety of mutual interests within the bigger community, lend an ear to daily struggles and challenges and often find synergies and opportunity in the process.

These newly formed micro-tribes have become both powerful inspiration hubs and coping mechanisms and will redefine the way the event industry operates.

Whether highlighting mental health and wellbeing by motivating each other in a variety of ways or using fellow members as a focus group, the individuals in these micro-tribes will be more empowered and better connected to create any type of network for any type of project.

The event company will operate with a more fluid structure and will create and power micro-tribes with inspiration and assistance, matching its core identity and values.

This in turn will result in forming business relationships on a deeper level and tailoring services with a much better understanding of intrinsic needs.

People buy from people, even more so after drying each other's tears and celebrating each other's victories.

The brand becomes a part of the buyer's identity and lifestyle.

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When developing the business over this period it will be essential to form a number of partnerships and use each of them strategically. The criteria when deciding on a partnership will vary but in every case should focus on mutual benefits, where the benefits are in line with or less than the effort required.

Strategic Partnerships can be made with various bodies and organisations who could fall into, but are not limited to the following categories:

- Collectives (of companies / individuals / freelancers)
- Membership organisations
- Professional bodies / Businesses e.g. Hotel's / Venues
- In-destination partners for international events
- Educational Partnerships
- Influencers

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Collectives:

By using the community within collectives or membership organisations the company can tap into the networks in an informal way. Active participation presents opportunities for education, professional collaborations and also business leads. Our small agency may be suitable to become part of larger teams or staff may be seconded onto projects within these communities, creating new ways of working and learning from people outside of the company.

Ideas generated within these partnerships can also be developed and used by the company (with the relevant permissions). The approach when becoming embedded into these organisations should be very people first and not focused on sales. People buy from people and by creating a network of like-minded individuals, referrals will follow.

Professional Bodies:

*Local / Regional and National Convention Bureaus /
Destination Marketing Agencies / Tourism Offices*

By creating and maintaining the company as an expert in the field of events, whether that be virtual, hybrid or live, as well as positioning the company as the local expert, a strategic partnership with these bodies will become mutually beneficial. The company can support the 'Partner' through advice to bring their marketing to customers, through social media or also events, and the company becomes the preferred supplier to the Partner, and therefore the customers of the Partner.

Hotels / Venues:

By creating a valuable and close relationship with a hotel chain or venue collection, the company can offer an expert and more important independent influence on other event bookers and planners, potentially working on a retainer or commission-based structure. Such a partnership provides not only a valuable recommendation from the company as an expert but also helps create content and connections for the company. The venue can also refer business to the company when a booker requires professional expertise.

Other companies within the Sector:

The establishing of partnerships with other parts of the hospitality sector can broaden the reach of the current market sector. Expertise of these companies can be used to create collaborations, expand business offering and appeal to new market sectors.

Hospitality Recruitment Agencies:

Forming a strong partnership with recruiters in the sector will widen the companies network and bring about new partnerships. These agencies support the sector on a much broader basis and can make positive introductions to beneficial companies.

Recruiters also have access to the best talent within the industry and can support the growth of the company over the period, as well as supporting ad hoc needs for specialist expertise.

In-destination partners for international events:

For international events happening outside of the company's country of residence, partnerships with DMCs (destination management companies) are vital to have access to local knowledge, expertise and network, best opportunities, best practices and rates.

The DMC offers insider information about the country, its locations/venues/hotels/suppliers, local regulations and is able to consult and provide ideas, as well as manage the event on-site.

Educational Partnerships:

To Education Providers (Universities / Colleges and Schools).

The company can position itself as an expert by creating partnership with education providers, providing professional services and teaching to the organisation.

As an Education Provider:

As an expert in the field of events event agencies can create partnerships with companies that require educating in the field of events, live or virtual.

Many companies will endeavour (especially during a recession) to bring their events planning in house and so the company can create an income stream by hosting 'events' training.

Longer term these relationships will lead to the learner companies outsourcing their event needs to the company.

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The company could also distil their expertise into an 'online' course for 'at home' event planners who cannot afford a professional company but want to say they have the expertise. Again the company would hope in turn that anyone buying the course would then have a relationship (partnership with the company) and utilise their services in the future.

As a Speaker:

Offering and being invited to speak at Industry events will provide another platform on which the company can showcase their expertise whilst providing benefit back to the wider events community. Speaking engagements can be paid or pro bono but in each case will increase the companies reach into new audiences.

Influencers:

Establishing partnerships with social media influencers can be hugely beneficial to the company. Bringing the company to a new audience and can help position the company in the 'niche' of that particular influencer.

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Following the pandemic crisis, there will be an even higher reliance on virtual promotion as a platform to provide information and engagement with clients, sponsors and audiences but also as a way to draw in new businesses.

It is imperative to have a strong online promotion strategy and develop partnerships to ensure continued visibility. This can be achieved through various types of activities which can be educational, fun and engaging as well as business driven.

Social media campaigns:

- Develop smaller online niche campaigns as an effective way for generating brand exposure.
- Determine the overall goal and the target audience to select the correct platform for the campaigns.
- These campaigns can be fun and engaging in nature.
- They will attract attention through participation.
- Develop trending hashtags for various social media channels to engage the audience in sharing their experiences online. This will create a buzz around the organisation and will also provide some exciting topics for social influencers to pick up on and/or promote the company.

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For example, include in the campaign online quizzes, organise scavenger hunts, encourage sharing behind the scenes images and videos, share new skill development with 'how to' videos. There are multiple possibilities with short or longer term commitment levels.

Influencer marketing (word of mouth campaign):

The web has an exceptional number of people who are passionate and engaged in topics that can influence the events industry. With most people online for a higher average of time due to the pandemic, these individuals have even more audience influence and a broader possibility to reach individuals.

Developing an influencer marketing strategy, will help the organisation forge partnerships where the influencers drive traffic, engagement and trust towards the company.

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The benefits of having a partnership with social influencers will provide:

- More company exposure on various social media channels
- Influencers get people excited about the content they share
- Audiences want to hear what they have to say and regard them as experts
- They have the power of word of mouth which brings a higher level of trust towards content they promote
- They are heard in the noise of social media

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To unlock the true potential value of influencer marketing and to develop a lasting partnership with them, it's important to follow an action plan.

- Define the audience to reach and find which influencer these people engage with and trust.
- Select the influencer(s) by understanding their interests and what they get people excited about.
- An influencer cares about his audience, therefore it is important to forge an authentic relationship with these individuals by building trust.
- Provide high value content instead of just pushing news. Create experiences for the influencer to have something to react to and share.

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Various social media platforms can be utilized for these campaigns, but some more conventional online platforms can also have a great impact on different target audiences.

Maintaining a blog or discussion forums, where high value content is discussed with leading industry experts and individuals with big social clouds, can reach an important number of individuals and create new leads.

In order for all digital campaigns to be successful a schedule should be established, as with all online content and communication. This will ensure a constant and reliable flow of information for the audience and will make the content more credible and impactful.

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Corporate social responsibility (CSR) is a type of international private business self-regulation that aims to contribute to societal goals of a philanthropic, activist, or charitable nature by engaging in or supporting volunteering or ethically-oriented practices.

CSR is titled to aid an organization's mission as well as serve as a guide to what the company represents for its consumers

Objectives:

To support clients in their own CSR objectives:

- Include a charity aspect when creating consumer events with focus on helping communities directly affected by covid crisis.
- This could be in the form of direct giving and volunteer days.
- Replace giveaways/ goody bags with charitable donations.
- Donate any untouched food boxes left over from an event to a local charity/ food bank.

To ensure the Event Agency has its own CSR policy:

- Continue giving back to the community so you remain visible and expand your reach within the sustainable network.
- Set up a 'skills swap' event either online or in person where 'volunteers' learn/share their expertise to help in their local community or just help businesses in need, builds a community, and reputation.



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Sustainability is about meeting society's own needs without compromising the ability of future generations to meet their own needs. In addition to natural resources, it also includes social and economic resources. Sustainability is not just environmentalism. Embedded in most definitions of sustainability it also finds concerns for social equity and economic development. Or in short people, plant and profit.

- Collaborate with sustainability experts to support the green recovery and a new way of working.
- Could include but not limited to: Measuring an events' carbon footprint and suggesting ways to reduce it.
- Communicating an organisation's green credentials from an event as well as the green credential of suppliers and venues the Event Company is working with
- Promote carbon offsetting as an option to clients to offset both carbon emissions from an event both in person as well as virtual, which could take the form of tree planting for example.
- Provide ethically sourced and sustainable gift boxes as part of virtual/ online events.

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- Promote Local - support local businesses to provide both the contents for gift boxes as well as the services for in - person events.
- Work with sustainable venues and suppliers.
- Host topic based events - a series of sessions about sustainability and wellbeing.
- Suggest experiences (for example send a recipe to cook something with the family at home or colleagues. Afterwards everyone should take a photo of their creation and create a collage. That makes people feel more personally accomplished and share that moment with others.)
- Promote wellbeing throughout the Event Agency - look after and invest in any staff partnering with the agency. Work without bias.
- Promote wellbeing through any hosted events - such as ensuring appropriate breaks and allowing time for relaxation.
- Suggest wellbeing is incorporated into client events, allowing time for breaks and time to relax and explore a local area depending on where and how the event is held.

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- Be more inclusive and diverse - Ensure marketing materials feature a range of people men and women of all ages and from different backgrounds.
- Host events that will tap into BAME groups - culturally diverse events for example, and targeted communications in different languages.
- Consider subtitles on screen to allow for hearing impaired and any language barriers.
- Ensure good sound quality /or focus on podcasts for the visually impaired for virtual events.
- Consider installing a hearing loop and signer at in person events.



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- The measurement used for KPI's will be based on what the current data is pre-campaign. Once the campaign has ended, the post data analytics will be compared and evaluated.
 - Level of increased engagement over past 12 months - review on a monthly basis.
 - Track the amount of clicks on suggestion links and postings.
 - How many new enquiries were generated from each campaign.
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- How many new clients were established during the campaign.
 - Number of views on postings per social media platforms.
 - How much confirmed business has been achieved.
 - How much future business has the campaign attracted (e.g. - Sustaining 80% of existing clients and achieving 20% new leads.)
 - How much business has increased with partners/local suppliers in each area
 - Successful establishment of three core community groups - Event agents/Supplier/Clients.