

DICKER
DATA



Amplify

BUILD. PROMOTE. GROW.

Session 3: Event Marketing Strategies

6 Monthly Sessions



**Thursday
17 July**

**Building a
Marketing
Plan**



**Thursday 21
August**

**Developing
Your Unique
Value
Proposition**



**Thursday 18
September**



**Sandy Tang &
Kate Blewitt**
ANZ Events Team



**Thursday 16
October**



**Ashleigh Cameron
& Laura Margetts**
ANZ Marketing
Team



**Thursday 20
November**



**Thursday 18
December**



Rachel Cleary
Partner Marketing Manager

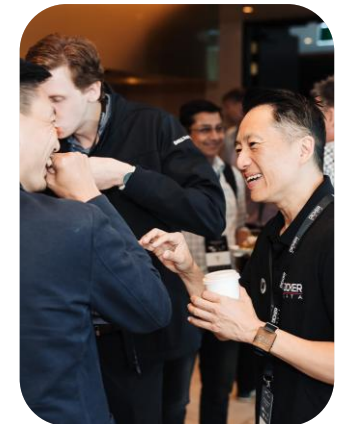
AGENDA

- Event Concepts & Ideas
 - Explore creative concepts and formats
- Planning Considerations
 - Key factors to evaluate during the initial planning stage
- Budget Planning & Allocation
 - Guidelines for managing costs
- Pre-Event Preparation
 - Steps to ensure smooth execution on event day
- Event Timeline & Milestones
 - A schedule to track progress and deadlines
- Execution Consideration
 - Operational and management during the event
- Post Event Consideration
 - Reconnect with attendees to express appreciation and gather feedback
- Webinar Planning & Delivery
 - Best practices for hosting engaging and effective virtual sessions
- Questions



EVENT CONCEPTS & IDEAS

- Networking Events
 - Breakfast
 - Lunch & Learn Sessions
 - After Hour Drinks
 - Panel Discussions
 - Roundtable
- Partner Appreciation & Activity-Based Networking
 - Golf Day
 - Go-Karting
- Product Demonstration & Showcase
- Ideation Workshops
- Incentive Promotions & Experiences
 - Concerts or Sporting Events
 - Curated Day Trips
 - International incentive trips
- Webinar



PLANNING CONSIDERATIONS



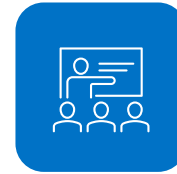
Event Timing

- Day of the week
- Public Holidays & School Holidays
- Be mindful of attendees' personal & work commitments when setting event start and finishing times



Budget

- Define your budget and establish a clear maximum budget to guide decision-making and prioritise resources



Venue Selection

- Centrally located
- Accessible
- Close to public transport and parking
- Walking distance from your attendee's office



Approval

- Identify who needs to review and sign off on the event before committing with all supplier

BUDGET PLANNING & ALLOCATION



Venue Charges & Inclusion

- Venue hire fee and/or minimum spend requirements
- Catering numbers
- Pre-paid bar tab vs drinks package
- Audio-Visual requirements
- Don't be afraid to negotiate



Event Branding Costs

- Consider expenses associated with creating a branded experience, these can include; name badges pull-up banners, branded signage or merchandise giveaways.
- These elements help reinforce your brand presence and create a cohesive visual identity throughout the event



Point of Contact & On-the-Day Signatory

- Designate a primary contact for the event day who is authorised to make decisions and sign off on any additional expenses
- A credit card will need to be placed behind the bar to cover any potential overspend
- Once the pre-paid spend is reached, you may choose to close the bar or continue at your discretion



BUDGET SPREADSHEET

(example)

| EVENT BUDGET | | | | | | | |
|---------------------|-------------|----------|------------------------|---------------------|----------------------------|----------|---------|
| INCOME | Description | Quantity | Cost Per Item excl GST | Total Cost excl GST | Actual Total Cost excl GST | Variance | Comment |
| SPONSORSHIP | | | | | | | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| TOTAL INCOME | | | | \$ - | \$ - | \$ - | |
| EXPENDITURE | Description | Quantity | Cost Per Item excl GST | Total Cost excl GST | Actual Total Cost excl GST | Variance | Comment |
| VENUE | | | | | | | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| TOTAL VENUE | | | | \$ - | \$ - | \$ - | |
| EQUIPMENT | | | | | | | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| TOTAL EQUIPMENT | | | | \$ - | \$ - | \$ - | |
| AV | | | | | | | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| TOTAL AV | | | | \$ - | \$ - | \$ - | |
| CATERING | | | | | | | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| TOTAL CATERING | | | | \$ - | \$ - | \$ - | |
| COLLATERAL | | | | | | | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| TOTAL COLLATERAL | | | | \$ - | \$ - | \$ - | |
| ACCOMMODATION | | | | | | | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| TOTAL ACCOMMODATION | | | | \$ - | \$ - | \$ - | |
| TRAVEL | | | | | | | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| TOTAL TRAVEL | | | | \$ - | \$ - | \$ - | |
| ADVERTISING | | | | | | | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| TOTAL TRAVEL | | | | \$ - | \$ - | \$ - | |
| MISCELLANEOUS | | | | | | | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| | | | | \$ - | | \$ - | |
| TOTAL MISC | | | | \$ - | \$ - | \$ - | |
| TOTAL EXPENDITURE | | | | \$ - | \$ - | \$ - | |

PRE-EVENT PREPARATION



Event Communication Strategy

- Is this event an open or closed invite list
- Determine your invite list
- How will the event be promoted
- Create the email invitation (eDM) for distribution to attendees



Capturing RSVPs

- Use a platforms like Microsoft Forms is a great tool to collect RSVP and manage attendee's data
- Tailor the RSVP form to suit the details you need to collect for your event
- Recommended compulsory fields include contact details, company name and dietaries requirements
- REMEMBER to consider the 'drop out' rate (~50%)



Invitation Distribution

- Who/How will the invitation be communicated?
- Remember to include an iCal so it's integrated into the attendee's calendar
- Be strategic on when you send out the invitation



EVENT TIMELINE & MILESTONES (example)

12-8
Weeks

- Planning the event

4
Weeks

- Design your branded marketing assets
- Send to production

8
Weeks

- Design the invitation
- Build RSVP registration form

7
Days

- Confirm final guest numbers
- All payments due

6-4
Weeks

- Invitation send to attendees

Event
Day

- Send event reminder via email or SMS

CHECKLIST

Pre Event:

- Venue Sourcing
- Budget Planning
- eDM Invite / RSVP Page
- Event Branding Assets / merchandise giveaways
- Finalise attendees / catering
- Set roles & responsibilities
- Sponsor's briefing document
- Event Reminder

Event:

- Onsite Coordination
- Runsheet
- Speakers
- Prizes/ giveaways/ engage activities

Post Event

- Thank You eDM
- Survey
- Social Media Post

EXECUTION CONSIDERATION



Event Runsheet

- Details all aspect of the event
- Facilitates seamless event execution
- Provides a clear roles and responsibilities on the day



Photography

- Have you arranged for a photographer?
- Will this be managing internally?



Incentives

- What will encourage attendees to participate?
- Engaging ideas such as lucky door prizes or an interactive quiz can boost attendance



Branding

- How are you going to showcase products and brands within the space?
- Examples include pull up banners, product display, holding slides



Name Badges

- Create name badges for guest and staff
- Makes it easy for attendees to identify each other
- Enhances networking opportunities and guest recognition

RUNSHEET (example)

| TUESDAY 17 TH JUNE | | |
|-------------------------------|--|------------------|
| TIME | DETAILS | ASSIGNED |
| 0700 | DDNZ Staff to arrive onsite and check room setups. | DDNZ / HILTON |

| | | |
|------|---|--|
| | <p>Aquamarine 1 - Breakout</p> <ul style="list-style-type: none">- Theatre Style- 50 pax <p>Aquamarine 2 & 3: Plenary</p> <ul style="list-style-type: none">- Theatre Style- 270 seats- Stage - 4 seats will need to be available for the panel- AV: 2 Screens, Foldback, 5 x Lapel Microphones <p>Pre-Function Area: Expo Floor</p> <ul style="list-style-type: none">- 6 Expo Booths- 5 rows of 4 chairs per booth- TV per stand- Power to Stand- 6 x lapel microphones / 1 handheld microphone- 120 Headphones <p>Registration Desk: Level 2 - Top of Stairs</p> <ul style="list-style-type: none">- Table with Tablecloth- 6 Chairs- Laptops and Printers- Lanyards <p>Topaz 2: Meeting Space</p> <ul style="list-style-type: none">- Boardroom Style- 10 Pax <p>Topaz 3: Staff Area</p> <ul style="list-style-type: none">- Boardroom Style | |
| 0730 | <p>TRANSFER 3:</p> <p>Pick Up Location: Auckland Domestic Airport Drop Off Location: Hilton Auckland</p> | |

| Event Team | | | |
|--|-----------------------------|---------|--|
| Name | Role | Contact | |
| Laura Margetts | GM – Marketing NZ | | |
| Kate Blewett | Event Coordinator | | |
| Vegas McCarroll | Marketing Coordinator | | |
| Ahna Budden | Microsoft Marketing Manager | | |
| Other Event Contacts | | | |
| Including suppliers, contractors and venue | | | |
| Organisation | Name | Email | |
| Hilton Auckland | Megan Goncalves | | |
| Encore AV | Luisa Mate | | |
| Corporate Traveller | Monique Robison | | |
| Smoke Photography | Anaru Church | | |
| Corporate Cab | | | |
| Pavlovich | Esme Munn | | |
| | | | |

EXECUTION CONSIDERATION



Room Set Up

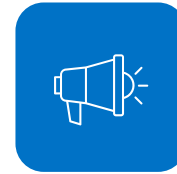
- Classroom
- Theatre
- Cabaret
- Cocktail
- U-Shape
- Board Room
- Banquet



Staffing

Consider what resources are needed on the day:

- Registration Desk
- Greeting and Networking
- Presenting



AV

Consider what AV equipment needed:

- Screen / Projector
- Microphone
- Lectern
- Audio
- Clicker
- Connection ports.
- AV Technician



Catering

Catering plays a key role in the overall guest experience

Plan for:

- Time of Day
- Guest Numbers
- Dietary Requirements

POST EVENT CONSIDERATION



Post Event Communication

- Maintain event momentum through post-event communication
- Send a Thank You eDM to attendees, including a summary of key points
- Consider adding a survey or Call to Action to gather feedback
- Include the presentation document (if permitted) or a special offer download for attendees
- Aim to send this communication within 24–48 hours after the event



Social Media

- Continue promoting your event after it has taken place
- Use social media (e.g., LinkedIn) to maximise message reach
- Encourage attendees to post and tag your business/event
- Engage with attendee posts by liking or commenting to boost visibility

WEBINARS PLANNING & DELIVERY

- Knowledgeable Presenters
 - Ensure speakers are confident, engaging, and able to hold the audience's attention
- Add a Quiz
 - Include a short, fun quiz to reinforce key points and boost participation
- Use Animations & Visuals
 - Keep slides short, sharp, and visually dynamic to maintain interest
- Moderator Role
 - Assign a moderator to guide the session, manage flow, and energise the audience
- Polling & Live Feedback
 - Integrate live polls to encourage audience interaction and gather insights
- Incentivise Participation
 - Offer a prize (e.g., gift vouchers) for quiz winners or best question
- Q&A Session
 - Allocate time for Q&A to deepen engagement





Questions?



Ashleigh Cameron & Laura Margetts
ANZ Marketing Team

October Session
Thursday 16 October

**Digital Marketing
Essentials**