



Events and Marketing PR, Part 1

COMM 386R

Tamar Milne

November 8, 2017

Image source: billboard.com

Agenda

1. Debrief on Trust Barometer session
2. Brand journalism and content marketing
3. Events
4. Sponsorship
5. Loop back on Personal PR

Edelman Trust Barometer 2017: Trust in Crisis

Tuesday, March 7, 2017 | 11:30 a.m. – 2 p.m.
Fairmont Pacific Rim, 1038 Canada Place, Vancouver



KEYNOTE SPEAKER
Lisa Kimmel
President and CEO,
Edelman Canada

The 2017 Edelman Trust Barometer explores the opportunities for business leaders to earn and maintain trust.

*What do populist tendencies today mean for business tomorrow?
What must business leaders do to protect themselves against risks?*

Edelman's keynote speaker and expert panel will discuss the results of this year's Edelman Trust Barometer, how businesses can emerge and be heard in an era of populism, and the necessity for leaders to pursue new strategies for earning trust, and connecting with their target audiences.

PANELLISTS



Kevin Desmond | Chief Executive Officer, Translink
Jill Krop | Director of News & Community, Global News BC
Andrew Petter | President and Vice-Chancellor, Simon Fraser University
MODERATOR: Bridgitte Anderson | General Manager, Edelman Vancouver

PRESENTING SPONSOR



Brand Journalism

- Build awareness and affinity
- Set the context for follow-up brand messaging
- Acquire relevant audiences

Content Marketing

- Capture and nurture interest
- Generate leads and conversions
- Build loyalty with existing audiences

“Brand journalism starts people on a journey with the brand. **Content marketing** nudges people along and often is the final touch point that motivates people to buy.”

Content Marketing Forms: “Bricks and Feathers”

eNewsletters

Social media content

White Papers

Microsites

Blogs

Webinars/Webcasts

Online presentations

Articles on your website

Videos

Infographics

Illustrations/Photos

Case studies

Research Reports

In-person events

Key Questions: Content Marketing

- 1. Purpose and goals:** Why are you creating content? What value will it provide?
- 2. Audience:** For whom you are creating content? How will they benefit?
- 3. Story:** What specific, unique, and valuable ideas will you build your content assets around?
- 4. Process:** How will you activate your plans? (structure; management)
- 5. Amplification:** How will you amplify your content?
- 6. Measurement:** How you will gauge performance and continually optimize efforts?

Tips: Content Marketing

1. “Super powers” for connecting: point of view, empathy, humanity
2. Focus on fresh, relevant, timely, trendy, newsworthy
3. Engage your audiences with:
 - Experiences
 - Access
 - Self-expression
 - Entertainment
 - Connection
 - Contribution to the social good
4. Develop an editorial calendar: channel, audience, story, timing
5. Look for amplification opportunities

Events



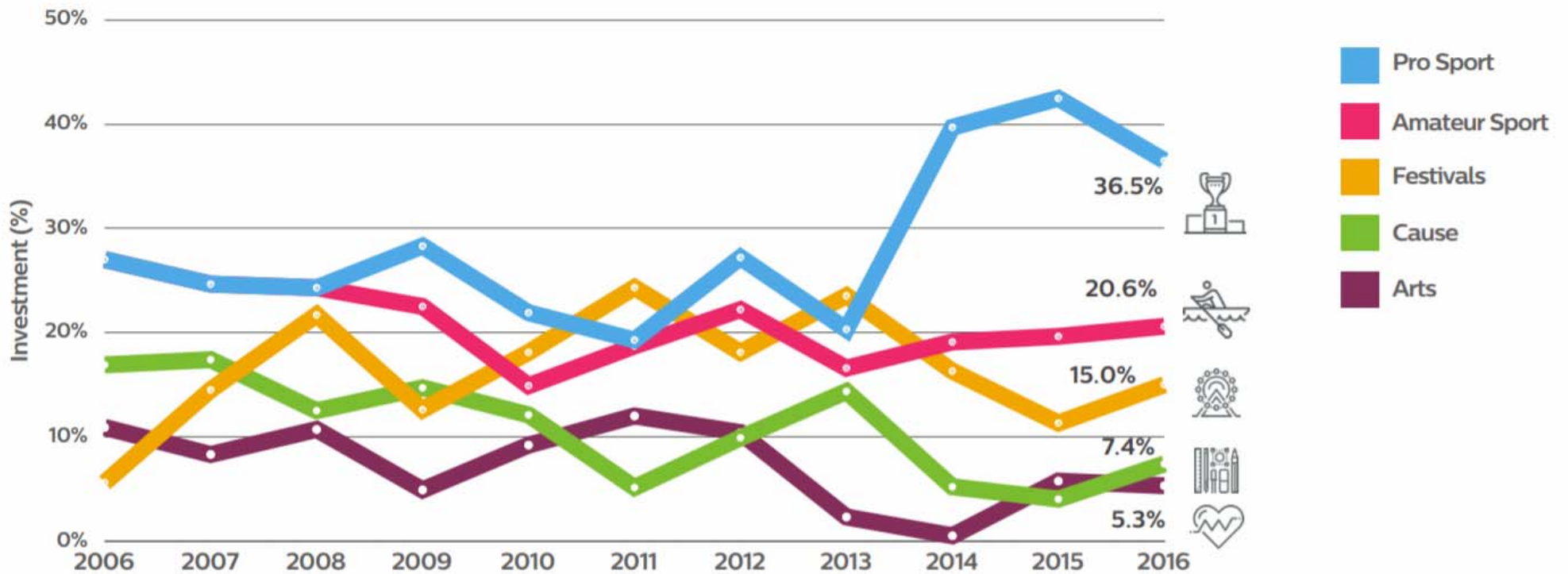


Sponsorship



Sponsorship in Canada

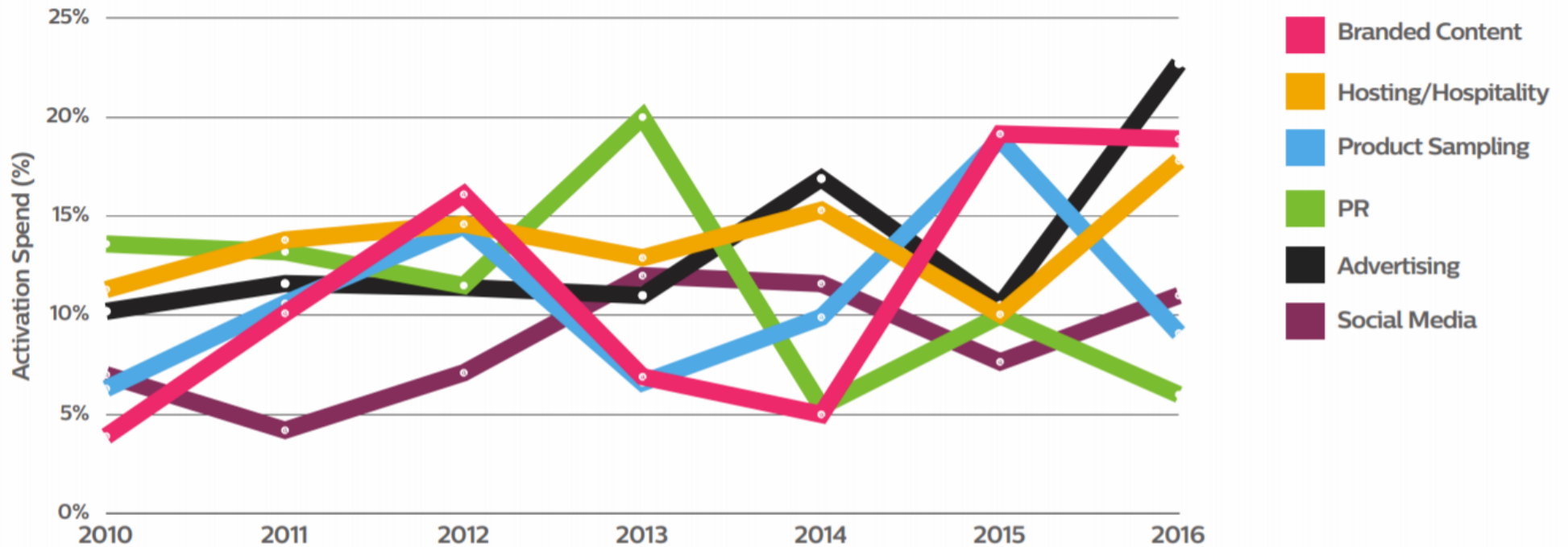
SPONSORSHIP INVESTMENT



Source: 2017 Canadian Sponsorship Landscape Study

Sponsorship in Canada

SPONSOR ACTIVATION BY TACTIC



Source: 2017 Canadian Sponsorship Landscape Study

Sponsorship in Canada

UNTAPPED AREAS

What sponsorship category has the most untapped potential?

Cause. *"Brands are still learning how to authentically align with existing non-profits or create their own meaningful proprietary platforms based on causes/issues consumers are passionate about."*

Post-Secondary. *"Huge sponsorship opportunities from a truly marketing perspective for brands but the sector cannot see past donations."*

Music. *"Carries a lot of potential and fairly unowned in the eyes of the consumers right now."*

Value In-Kind. *"Lack of understanding of what it can do for a sponsor."*



Female Sports. *"Brands are still not paying enough attention to both professional and amateur female sports."*

Environmental Initiatives. *"Sponsors will need to show they are making an impact within their own organizations as well rather just spending rights."*

eSports. *"Huge audiences, captive, heavily digital and content focused."*

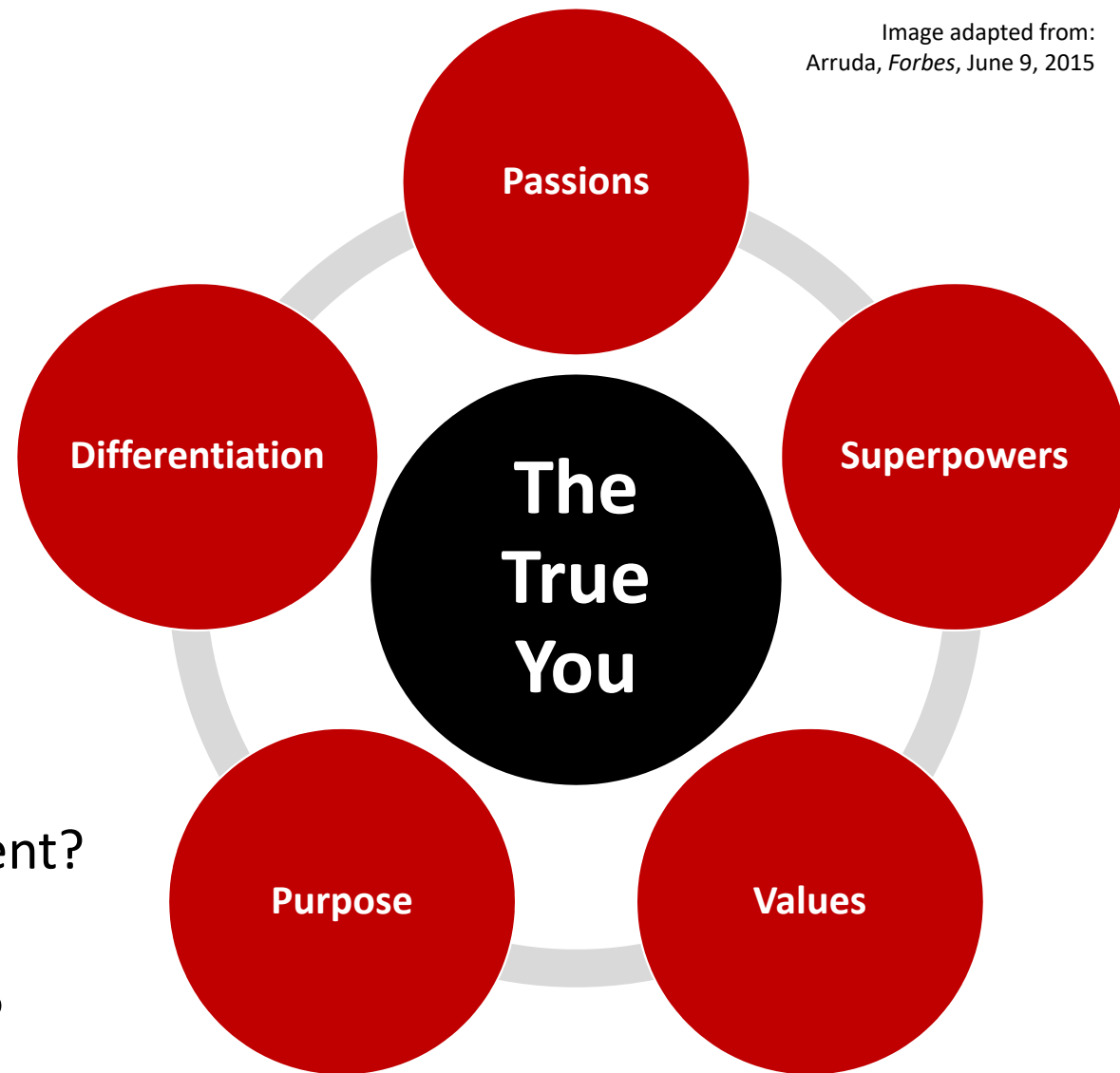
Online Businesses. *"They market through traditional media channels and haven't tapped the value of experiential partnerships."*

Source: 2017 Canadian Sponsorship Landscape Study

Revisiting Personal PR



Image adapted from:
Arruda, *Forbes*, June 9, 2015



1. Why do you create content?
2. For whom do you create content?
3. How do you create content?
4. How do you leverage content?

Key Takeaways

What are your key takeaways?

- Brand journalism or content marketing? Storytelling and engagement are critical
- Bricks, feathers, and amplification
- Events and sponsorship: opportunities to engage, amplify
- Think about how to apply all of this to your personal PR



Reminders

No class on Monday (UBC closed)

Guest speaker on Wednesday:

Avoid workout apparel, fashion hats

Be on time

No coming and going

No food (beverages OK)

Come prepared to engage

