

LinkedIn Marketing Solutions

THE  
*Sophisticated*  
MARKETER'S  
— Guide to —  
**EVENTS**  
ASIA



# A note to Asian Marketers



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## Why events?

Chances are, as you read this, you have just completed a marketing event or have at least one lined up in the next couple of months.

**In Australia last year, 72% of marketers used events to further their marketing goals. This year, 37% of you predict that events will be critical to your marketing success.\***

Whether it's an executive roundtable for 15 high-powered decision-makers or a major conference for hundreds of clients, you invest time, effort and resources into organising marketing events for one reason — because they work.

Events are regarded as the pinnacle of face-to-face marketing. They are an invitation to your target audience to take a step closer, to physically engage and forge an emotional bond with your brand. This makes events a powerful marketing tool to accelerate the sales cycle and build brand equity.

But events are not without risk. Given the manpower and financial resources that go into an event, getting them wrong is a costly mistake we would all prefer to avoid.

We've put together this guide to help you run successful events whatever your marketing objectives may be. Inside, you'll find tips for every stage of the event lifecycle, from planning and budgeting to promotion, on-site management and post-event follow-up.

We hope that this guide will add to your arsenal of knowledge and give you the confidence to keep creating impactful and effective events.

Regards,

**Nell Norman-Nott**



# *Chapter 02*

## The Plan

### *Plan: Starting Out Right*

A good start is half the battle won. It's important to know exactly why you're holding an event and what you want to get out of it before you even get started. The event planning phase involves asking yourself some difficult questions but once you have the answers, it makes subsequent decision-making that much easier.

# Know Your Reasons

Let's start with objectives. When we consider the 'why' of marketing events, the question invariably leads to 'who' as well. Your objectives need a clear audience whether they are existing customers, prospects or the media.

## SOME OF THE TOP REASONS WE'VE COME ACROSS INCLUDE:

- **Accelerating the sales cycle** through lead generation and lead nurturing
- **Promoting your brand** for top-of-mind awareness, to encourage loyalty and to secure earned media
- **Launching a new campaign, product or service**
- **Engaging and educating** your target audience and positioning your brand as a thought leader in a crowded marketplace

You also need to think about how an event will fit with your current marketing strategy. For all the resources that you're about to pump in, it needs to complement whatever you're already doing.



What does a live event offer that other marketing and information channels do not?

This is a key question that you need to answer as part of the critical analysis process.

# *Prepare Your Financial Firepower*

When putting together your event budget, it's a good idea to factor in event ROI. Do you intend to measure the event's success in terms of lead generation, conversion rates, deepened relationships or earned media, for example? Bear this in mind as you work through the dollars-and-cents questions, such as:

- What type of event are you holding?
- How many people are you targeting?
- What are your setup requirements? For example, live feeds and experiential stations will cost more than a roundtable set-up for a meeting.
- Will you have guest speakers and will they require an honorarium?
- What's a suitable venue for the size and nature of your event?
- Is your event date fixed or flexible? This could affect your negotiation power with venues.
- How do you intend to promote the event?
- Do you need the support and expertise of a professional event agency?





# *Make a Plan & Stick to it*

For each event, you should have a detailed project and financial plan that breaks down all your activities into timelines, resources and responsibilities. This helps you keep track of everything that needs to be done and when who needs to get it done. It also helps you keep a close watch on your budget and resources.

You can choose to use a simple Excel spreadsheet, a shared Google Sheets or any of the many different project management tools available. The point is to ensure that your plan is kept up to date and shared with the rest of your event team so everyone's on the same page.

A common mistake that marketers make is underestimating the time needed to achieve certain milestones and allowing slippages. Much of your event's success hinges on how well you manage your time until event day, so make a plan and stick to it!



**CLICK HERE TO DOWNLOAD AN EVENT PLANNING  
TEMPLATE WE USE AT LINKEDIN**

## THE PROJECT MANAGEMENT TOOL SHORTLIST

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### ASANA

Asana is a simple, streamlined project management tool with reporting features to help you monitor progress. It has built-in reminders to keep everyone on track and supports custom fields for each event.

### BASECAMP

Basecamp is great for larger projects and enterprise teams. We love its 'Campfire' feature, which lets you to schedule group chats to bring the team together in real time, regardless of location.

### TRELLO

Trello is a visually intuitive project management app that uses cards and columns to organise tasks. It also supports integration with Evernote, Dropbox and other commonly used tools.



# *Chapter 02*

## The People

### *People: Teaming up for Success*

This should come as no surprise — people are your single most important asset in delivering a smooth event. When building an event team, from your own staff to your event agency and all the vendors and suppliers that you'll be working with, you should be looking for people who look and behave professionally. They need a can-do attitude and ought to be able to think on their feet and take action quickly. Every attendee who comes into contact with your team should walk away feeling impressed.

# Engaging an Event Agency

Be realistic about what you can handle on your own and what responsibilities you need to delegate. If you've decided that an event agency is on the cards, here's what we think you need to consider:



## **Relevant experience**

given the scale and nature of your event and the industry you're in



## **Industry reputation**

since any company doing good work should have client testimonials to show for it



## **Concept proposals**

are good way to tell if an agency understands your objectives and knows how to help you achieve it

# Managing Stakeholders

You may lead the event but, more often than not, your stakeholders play a large part in determining its outcome. Communication is key to managing both internal stakeholders (your sales team and senior management, for example) and external stakeholders (your event agency, attendees, sponsors, vendors, suppliers and more).

Accept that every stakeholder has their own priorities and point of view. Your role is to drive collaboration among all stakeholder groups so that you achieve your marketing objectives and they get what they need out of the event. Which brings us to our next point...



Experiences can, and should be measured. Make sure your agency is delivering value by supporting your channels to market. Agencies no longer simply do events, they should focus on brand activations that can deliver measureable results. ROI should be a central outcome of all experience marketing activities because benchmarking and analysis provide a window into the future.

- Caleb Bush, Managing Director, George P. Johnson



# Briefing the Team

Most times, the complexity of an event means that challenges may occur along the way. This is when a strong, skilled and, most importantly, well-briefed team really comes into its own. Briefing meetings should happen at regular intervals in the lead-up to the event. This helps ensure that team members are familiar with the decision-making structure and know what to do in case of an emergency.

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## THE FOUR 'R's OF BRIEFING MEETINGS

### **Reset the tone**

so that all team members feel safe and empowered about voicing their opinions, raising issues and offering suggestions.

### **Review progress**

against the event plan. Identify problems and bottlenecks that need to be resolved and brainstorm for effective ways to do so.

### **Refine the plan, if necessary**

to ensure that team members have the information and resources to complete their tasks on time.

### **Recap the event objectives**

so that everyone is aligned and committed to achieving the same goal.

"In a good team, each member has different skillsets and responsibilities but they also have each other's backs - they're willing to work together to get the job done. Allow them to thrive by giving them an open environment that fosters creativity and encourages mutual respect."

- Sarah Moore, Director, ANZ Events Marketing, Gartner