



# Marketing Workshop

**NANTES, September 2019**

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**NANTES**

**FRANCE**

# MARKETING WORKSHOP 2019



Welcome from Petra Sörling (ITTF) & Richard Scruton (ETTU)

# Working Together to Deliver High Level, Quality European Events

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0900-0915 Workshop Introduction

0915-0935 *Discussion 1*

0935-0950 Update from Sweden

0950-1010 *Discussion 2*

1010-1025 Update from Romania

1025-1055 Questions

1055-1100 Close



# Workshop Introduction & Objectives

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- 🔗 Reflect on the industry we are in
- 🔗 Consider the most important things before taking on a big Event and then what we should do before the actual Event
- 🔗 Consider the most important things to do during and after an Event
- 🔗 Think about what we are not good at
- 🔗 **& leave the room with ideas and passion for future events**



# Our Industry

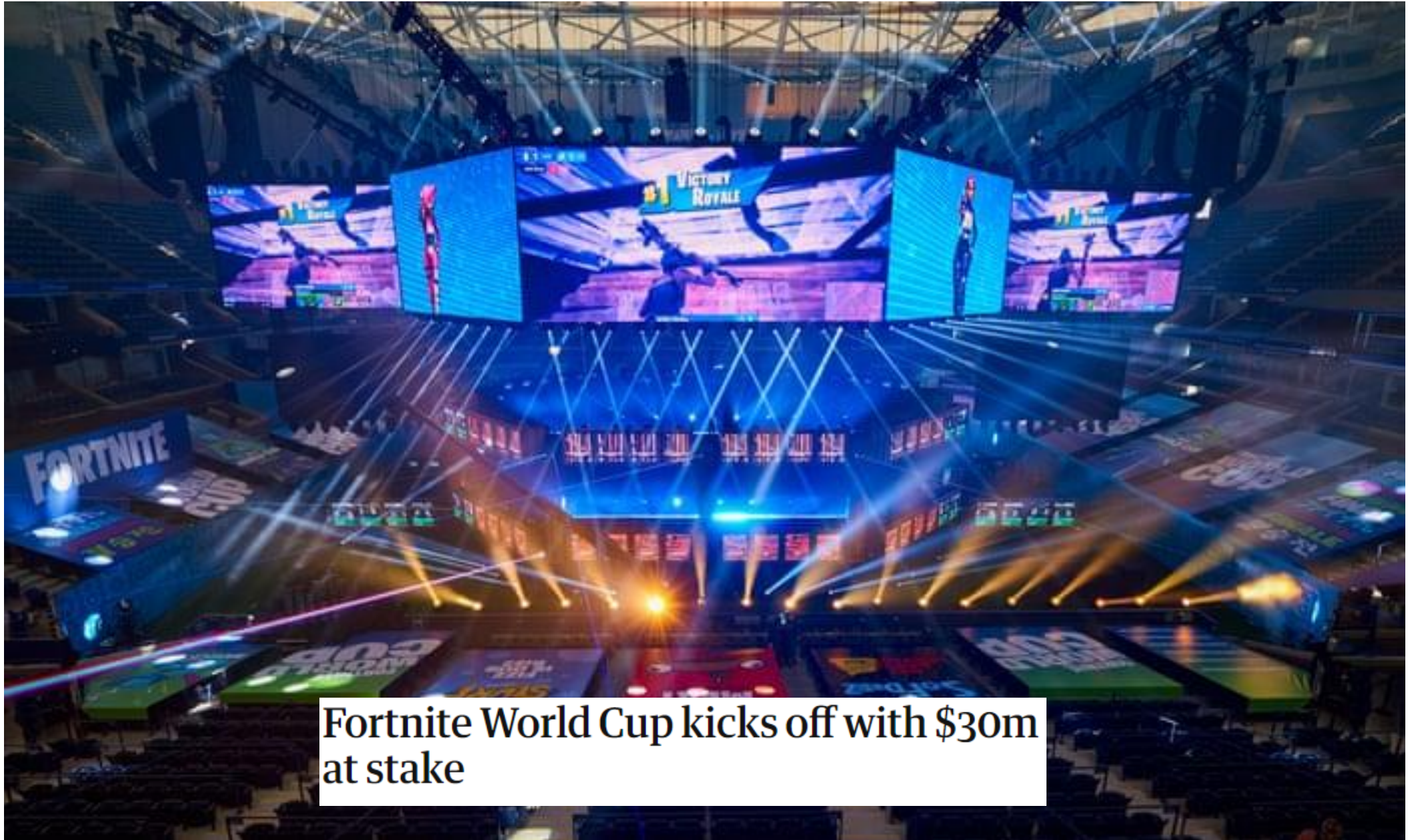


Disney called it “Sport-ainment”



Fans have high expectations these days

And there are some new kids on the block !



Fortnite World Cup kicks off with \$30m at stake

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# DISCUSSION 1 – What are the 10 MOST IMPORTANT things to consider before taking on a big Event and before the Event itself

1. Confirm how hosting international Events will contribute to your overall strategy

2. Consider the different Events available and confirm best fit for strategy / partners

3. Confirm understanding of Event Requirements & Directives

4. Define what venue, skills and experience you need in your Team / with Partners

5. Confirm support for your Event – your Board, Government, Sponsors

6. Build a budget – confirm if you can deliver (not forgetting the Industry we are in = show, ticketing, services)

7. Build an operational plan (timelines, include build-up, volunteers, photographers, translators, catering, transport, security etc – with timelines)

8. Build a press & media plan

9. Build a marketing & promotion plan (including content and ticketing)

10. Map the customer journey for each Event Stakeholders

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# Update - SWEDEN

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- 🗨️ WTTC 2018 “Next Level”
- 🗨️ Strategy
- 🗨️ Team
- 🗨️ Swedish World Tour
  
- 🗨️ And what next, more events ?



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# DISCUSSION 2 – What are the 10 MOST IMPORTANT things to consider during and after an Event

1. Event plan requirements & checklist

2. Effective communication e.g. for any changes or updates

3. Keep a strong and collaborative Team approach even under pressure

4. Keep an open mind for issues, changes, feedback during the event and keep going

5. Regularly check the customer journey for Event Stakeholders

6. Entertain, entertain, entertain

7. Ongoing promotion activities - social media, live streaming, interviews

8. Activities for fans – fanzone, player appearances & signatures, give-aways

9. Ask for feedback from Event Stakeholders

10. Celebrate success & reward Volunteers

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# Update - ROMANIA

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- 🗨 Relationships with Cities
- 🗨 Growing TV and sponsor interest
- 🗨 Approach to award ceremonies (using former players etc)
  
- 🗨 And what next, more events ?



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# Check our objectives

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**Thank-you !  
Merci !**

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