

EVENT MARKETING

The use of special events and person-to-person marketing to “narrowcast” an intense message to a targeted public is both well known and well accepted. But how effective are these programs? We use a disciplined approach to the creation and production of special events and sponsorship programs that focuses on *your goals* and how event marketing can help you reach them efficiently and cost-effectively through:

- ▶ ***Creative, strategic development*** of a custom-designed event marketing program which offers the benefits of *in-person, face-to-face, real-time interaction* with desired, targeted audiences such as current clients and customers, potential future clients and strategic partners, specific public audiences or internal incentive or rewards programs, to meet your objectives;
- ▶ ***Execution*** of a concentrated, long-term program or a one-time-only, short-term event on a *turn-key basis* that allows you to focus on your goals rather than on whether your guests have the right access credentials to see your team in action;
- ▶ ***Positioning*** of companies to demonstrate their capabilities and deliver a clear *brand-enhancement message* to the general public — or to a narrow segment — through affinity, management and/or live participation in live-event platforms from a community “fun run” to the organization of world-class mega-events such as the Olympic Games, the Super Bowl and the World University Games.

There is no substitute for experience, especially in the forethought and follow-through of the fine details which stamp a program with the mark of quality. Our goal of “every detail handled every time” has been the standard by which these companies (among others) have benefitted:

- ▶ ***Eastman Kodak Company***
Innovative 1998 “K-Pro on the Road” program covered 46,426 miles in 11 months to bring Kodak face-to-face with more than 6,900 professional photographers at 91 events such as the Indianapolis 500, Kentucky Derby, Major League Baseball All-Star Game, NCAA Men’s Basketball “Final Four” and NFL Super Bowl and dozens of dealerships. Despite management concerns to the contrary, we arranged participation in all events without any payment of rights fees or licenses.
- ▶ ***Los Angeles Cellular Telephone Company (now AT&T Wireless)***
Developed and operated a four-year program (1994-98) of sales support using special events and high-profile sponsorships to create new branding and sales opportunities. We selected and managed 2,046 events resulting in 4,010 event days in the greater Southern California area over the period, which yielded 19,863 new activations and had a total sales impact estimated at \$39.2 million.
- ▶ ***Los Angeles Sports Council “Greatest Sports Moments of the Year”***
Help create the Sports Council’s signature annual event which recognizes the top moments in sports in Los Angeles each year. For 2007, 2008, 2009 and 2010, Perelman, Pioneer produced the televised event, including heading the media panel selecting the top-ten moments of the year, creating the event script and stage-managing the awards show itself.