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This Workshop may enhance your business life. You will return to your office with a new understanding of your sponsorship portfolio and a new methodology for sponsorship evaluation. We will use our years of experience to help you become a better, more proactive manager, one with greatly increased productivity.

## Detailed Workshop Agenda

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<b>09:00 a.m.</b>	REGISTRATION	Bring a few of your business cards with you.
<b>09:15 a.m.</b>	OPENING REMARKS	After a short introduction, we will get right to the point when laying out the science of sponsorship. Why evaluate? Traditional evaluation methods. Introducing the <i>SPONSORIUM</i> methodology you can use immediately.
<b>09:30 a.m.</b>	THE SCIENCE OF SPONSORSHIP	<i>SPONSORIUM</i> has for many years shared its knowledge with clients in a number of countries. You will learn how to use a three-dimensional matrix that will help you sort out the <u>Winners</u> from the <u>Losers</u> , and the <u>Maybes</u> from the <u>Costlys</u> . The <i>SPONSORIUM</i> methodology was developed to help you answer these questions: <i>How can I stay on top of things while tons of proposals are pouring in? Why are we spending so much on these events? How good a return are we getting?</i>
<b>09:40 a.m.</b>	INCREASE YOUR PORTFOLIO'S VALUE BY 10%-40%	You want to be on top of your trade, but there are obstacles. Get the most out of your sponsorship programs. Use this disciplined approach and increase the value of your portfolio by 10% - 40% in year one – without a budget increase!

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<b>9:45 a.m.</b>	<b>THE ART OF SPONSORSHIP</b>	Thanks to special tools developed by <i>SPONSORIUM</i> , what used to take days, even weeks, is now possible within minutes. You will assign a value to literally hundreds of possible outcomes from a menu of options that will make the selection process a breeze. You will set a weighted Evaluation Grid and create a Web Questionnaire in no time at all. This intuitive program alone will make your day worthwhile - in a relaxed and fun environment - and confirm that you do master your art.
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<b>10:15 a.m.</b>	<b>TEST YOUR WEB QUESTIONNAIRE</b>	See how sponsees (rights holders) can liberate you and your staff from time consuming clerical tasks, and how you can generate unique market intelligence.
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<b>10:45 a.m.</b>	<b>EVALUATE YOUR PORTFOLIO OF ACTIVE SPONSORSHIPS</b>	Bring your own files. Rank your events in a way that is consistent with your corporate philosophy. Highlight the strengths and weaknesses of each file. See for yourself how you can improve the value of your programs. Bring a few proposals and test them as well.
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<b>12:00 p.m.</b>	<b>WRAP-UP AND COMMENTS</b>	Conclusion for attendees who wish to leave.
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<b>12:30 p.m.</b>	<b>END OF WORKSHOP</b>	...but not of our professional relationship.

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