

Sponsorship - Evaluation and Measurement

Harnessing the power of sponsorships by getting the most out of investments and targeted objectives

Millennium Hotel, Doha, Qatar

29th & 30th January 2012

This training is suitable for intermediate level practitioners

Book and Pay
Book before 13th November 2011, pay only USD2,695
Book before 25th December 2011, pay only USD2,895
Book after 25th December 2011, pay full price USD3,095

Your Expert Facilitator:

Mark Cornish Head of Global Marketing and Support
SPONSORIUM, UK

Some clients of SPONSORIUM include:

- HSBC
- RBS
- ING
- Mastercard
- Turkish Airlines
- Fed Ex
- Sask Energy
- Toyota
- Bombardier
- ABN AMRO
- Lyods TSB
- Garanti
- British Airways
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“**True genius** resides in the capacity for evaluation of uncertain, hazardous, and conflicting information”

Winston Churchill

Sponsorships is becoming hugely popular as one of the best ways to create brand awareness, advertise one's services, as well as reaffirm the company's reputation as a responsible corporate citizen in the business world. But the question often asked is how effective is sponsorship? With every marketing dollar being scrutinised, in-depth measurement, evaluation and analysis at all levels on both sides is the key to the success of a sponsorship.

marcusevans

Gain value from this unequalled interactive event by securing expert advice on these vital issues:

- **Delivering** long-term brand equity and value with sound corporate sponsorship strategy
- **Aligning** your organisation mission and vision with sponsorship selection criteria
- **Measuring** sponsorship inputs, outputs and outcomes to ensure effective implementation
- **Mastering** steps in setting competitive, optimal and profitable price for sponsorship
- **Adopting** a detailed evaluation plan to reliably measure your return on investment and objectives

marcus evans training courses are thoroughly researched and structured to provide intense and intimate practical training applicable to your organisation. Benefits include:

- Strictly limited seats
- Pre-course questionnaires
- An in-depth tailored programme to address current concerns
- Diverse real life case examples
- Comprehensive course documentation

Pre-course questionnaire

To ensure that you gain maximum benefit from this training, a detailed questionnaire will be sent to you to establish exactly where your training needs lie. The completed forms will be analysed by the course trainer. As a result, we ensure the course is delivered at an appropriate level and that relevant issues will be addressed. The comprehensive course material will enable you to digest the subject matter in your own time.

***Early Bird & Group Discounts**
Ask about our savings

Sunday 29th January 2012

Session One

Sponsorship timeline: Uncovering the history of sponsorship evaluation

- Illustrating origins and developments of sponsorship evaluation
- Defining the key players in sponsorship and their essential dynamics
- Exploring how sponsorship research techniques have evolved over time
- Discovering developing areas of sponsorship measurement: Where is the sponsorship measurement business today?

Session Two

Creating your research criteria for sponsorship evaluation and measurement

- Stimulating creative thinking: Before measurement; think market intelligence and where to find it
- Qualitative and quantitative research: Exploring the role of market research
- Analysing the vital dynamics in sponsorship: Who are the researched stakeholders within and outside of your business?
- Establishing targeted KPI's that will determine what needs to be measured

Interactive Session: Example of research for evaluating and measuring sponsorship dynamics

Session Three

Setting achievable targets and goals from clearly defined KPI's

- Disclosing the essentials of creating performance clauses in sponsorship
- Utilising excellent research results to increase sponsorship performance
- Sharing research: Creating a stronger partnership
- Assessing sponsorship outcomes with accurate measurement methodologies

Interactive Session: Example of achievable target and goals with structured KPI's

Session Four

Break-out session for brands - Facilitated by Mark Cornish

- Assessing the qualitative metrics of evaluation: How to evaluate ROO (Return on Objective) of sponsorship
- Ensuring cost efficient execution of sponsorship to meet objectives: How to buy more with less?
- Improving the performance of your sponsorship portfolios: How and why?

Break-out session for rights owners – Facilitated by Richard Ames

- Judging the performance of a sponsorship: How do I assess my sponsorship assets?
- Evaluating one investment against another: What is my property worth?
- Pinpointing strengths and weakness of sponsorship deals and agreements: How to create win-win deals?

Note:

- Interactive sessions will be conducted throughout the entire session and day
- Participants will have the opportunity for one to one sessions with facilitators for post mortem of the day

About your course trainer:

Mark Cornish Head of Global Marketing and Support
SPONSORIUM, UK

Mark has more than 20 years experience in the sponsorship and sports marketing industry. His first company SiS (Sponsorship Information Services Ltd), was formed in 1991 and was one of the first pioneering firms into the sponsorship evaluation business. Over a ten year period SiS went on to become a leader in media evaluation services, developing a methodology and system which was licensed to agencies, brands and sports properties in twenty countries. In 2001, SiS was acquired by research giant Taylor Nelson Sofres Plc. Mark went on to establish TNS Sport as the leading provider of global sports research measurement.

In 2005 Mark took responsibility to develop SPONSORIUM's business globally. Progress has been rapid with the growth of a sales and support network across Europe, Asia and Australasia. The business is now renowned as the global leader of online sponsorship management systems and knowledge transfer workshops. Since 2005 more than 300 brands have either attended knowledge transfer workshops or subscribed to SPONSORIUM's range of online management systems.

Mark has also been a regular contributor to the trade press and was up to recently a Board Member of the ESA (European Sponsorship Association).

Why you cannot miss this event

The evident reality for sponsorship is dominated by one thing: Value!

Traditionally sponsorship has sought to draw comparisons with other forms of advertising through media equivalence measures. This misses the mark in two very important ways: By failing to identify brand objectives and what sponsorship delivers. Sponsorship has the power to connect at a deep emotional level with consumers and change the way they feel about products. It can shift the image of a brand and build associations that last a lifetime.

In the current environment, sponsorship measurement and evaluation is the new rule of the game. Measuring and evaluating sponsorship provides the tool to compete amongst the best. Whether you are a rights holder selling or renewing sponsors, a brand looking to justify sponsorship as part of your marketing mix or an agency, this is an essential tool for this competitive era. The days of spending without financial justification are over, and sponsorship measurement is expected to be part of the new economic model.

Attend this dynamic training and delegates will go away with a wealth of knowledge in procedures of structuring strategic frameworks for measuring and evaluating sponsorship deals and values as part of enhancement and development regimes for an innovative marketing mix. In addition, delegates will have the opportunity to network and learn with other peers from diverse industries with keen insights and valuable experiences.

Who should attend

General Managers, Heads, Senior Managers, Managers and business professionals from:

- Corporate sponsorship
- Corporate communication
- Advertising
- Corporate affairs
- Client relationship management
- Corporate social responsibility
- Event management
- Corporate branding
- Marketing and sales
- Public relations
- Media
- Customer relationship management
- Business development

Across all industries and sectors

In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

Please contact **Sarah Faradilla** on +603 2723 6600 or email sarahf@marcusevanski.com to discuss further possibilities.

Program schedule

0800	Registration & Morning Coffee
0845	Start of Workshop
1015	Morning Refreshments & Networking Break
1030	Workshop
1200	Networking Luncheon
1315	Workshop
1445	Afternoon Refreshments & Networking Break
1500	Workshop
1630	End of Workshop

Monday 30th January 2012

Register Now

Contact Marketing at **marcus evans**

Tel: +603 2723 6604

Fax: +603 2723 6699

Email: bernardinem@marcusevanski.com

Session One

Detailing qualitative and quantitative research: How to select the right research and metrics?

- Analysing brand exposure and media values: What are the universal methods and ways to consider?
- Detailing the emergence of CSR and its relevance in sponsorship
- Utilising CRM systems to identify fan base and target markets
- Gathering data: The event experience and how to survey your attendees
- Gauging the economic impact of your event: How to measure and evaluate?

Session Two – Case study for brands

Leveraging on sponsorship as a platform for building brand equity

- Detailing sponsorship strategies based on a product and service line
- Strategising sponsorship deal based on target market to further enhance brand development
- Managing brand exploitation and awareness during sponsorship campaigns
- Accomplishing shared goals and objectives between partners for financial stability

Session Three – Case study for rights owners

Unlocking the potential of B2B partnerships in sponsorship for organisational growth

- Assessing the commercial objectives and values sponsorship can and cannot address
- Weighing up alternative sponsorships available that provide greater profitability and better decision making
- Reaching audiences that are never possible: The geographic reach of collaborations
- Evaluating and measuring how sponsorship can generate a high level of return on investment

Session Four

Highlighting the global benchmarks and macro trends based upon the '3rd Annual Sponsorium Report' of more than 30,000 sponsorship properties worldwide

- Building sponsorship for long-term growth vs short-term profit: How do rights owners meet needs of brands?
- Streamlining new opportunities in the sponsorship and marketing mix: What are brands looking for?
- Illustrating average asking rights by sector and range
- Prioritising intangible elements of a property such as prestige, awareness and exclusivity: What are best performing sectors?

Note:

- Interactive sessions will be conducted throughout the entire session and day
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About the Online Partners

Gulf Industry has established itself as a "must-read" publication for anyone with an involvement in the region's industrial sector. The publication represents a "window" into the Gulf's manufacturing trading and export sectors providing news, views analysis and information across virtually every industry related sector. Each edition of Gulf Industry focuses on issues that are of vital interest to industrialists, factory managers and major exporters and importers of industrial products in the region and throughout the world. The online edition, which is integrated into TradeArabia, the Middle East's leading business information portal, provides worldwide access to the most authoritative industry related information for the Gulf region.

The Gulf represents Al Hilal's development into mainstream business publishing as the company expands its portfolio of titles into business news and analysis. Published by the international arm of Al Hilal Group, the Gulf combines a paid-for subscription. The Gulf is a premium weekly business title – covering breaking news and providing in-depth analysis on the events shaping the region at a time when Gulf countries are playing an increasingly important role in the global economy. The Gulf team across the region interview major decision-makers and identify important business trends. Monthly special reports make sense of a particular sector or country, and a monthly risk analysis round-up provides a guide to the latest political and economic events. The Gulf is at the heart of the latest events in this critical region.

About the Official Online News Partner

Trade Arabia is an online business news and information portal covering various trade and industry sectors in the GCC, Middle East and the Levant.

Founded in 1999, it has been online for more than 9 years delivering business information and trade news updates to millions of online readers worldwide. The portal is organized into various news channels is being accessed by millions of visitors per month.

The winner of Bahrain 2009 eContent Award (eMedia Category), the portal is being visited by more than 3.5 million visitors per month and its pages / sections / news / business directory are generating more than 16 million page views per month based on the site's May 2010 statistics.

About the Media Partners

Worldoils.com is new but fast growing web portal, provides almost all the information needs of the oil and gas industry. Focused content in the portal, with the professional and serious visitor and user in mind, is moving Worldoils towards the position where it plans to be – the central place for all the world's oil and gas information. This is creating a solid platform for the event organizers, equipment and service providers, consultants, researchers and the training organizations to showcase their services. Worldoils is also now developing into a oil, gas and biofuels research and consultancy house.

Gulf Oil and Gas is a leading portal for high-quality information for Africa and the Middle East oil, gas, and hydrocarbon industry. Gulf Oil and Gas attracts thousands of professional regular visitors each day. Visitors are offered a prime source of high quality information and services. Advertisers, sponsors and potential commercial partners are offered a perfect platform to display, promote and communicate their services & products effectively to the global market.

About the Official Business Magazines

Celebrating 10 years of publication, **Gulf Business** has remained the region's premier English-language business magazine. Gulf Business's country reports, landmark features and incisive analysis of business news reflects the local market like no magazine has done before. The definitive Middle East publication for meetings, incentive travel, conferences, exhibitions and events.

Middle East MICE & Events provides authoritative, informative and educational content for MICE bookers and event planners, hospitality industry professionals, venue managers, travel agents, airlines and government tourism departments. Catering for everyone from the secretary booking board meetings to leading multinational corporate executives, Middle East MICE & Events covers both in-bound and out-bound MICE business, with regular features including destination reports, what's new, people on the move and advice such as getting the basics right, site inspections and planners check-list. For more information, please visit: www.memicee.com

About the Official Online Partner

Zawya is the leading online business intelligence provider focusing on the Middle East & North Africa, enabling nearly 1 million professionals worldwide to find and connect to the right business and investment opportunities in the region. With unique content and tools including detailed company profiles, timely aggregated news through Zawya-Dow Jones, leading industry and asset class research, an exclusive online network, and direct access to a team of 40+ experts covering most sectors, Zawya provides its users with the intelligence they need to conduct business in MENA. Headquartered in the UAE, Zawya has physical presence in Saudi Arabia, Lebanon, and the USA. For more information, please visit www.zawya.com

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the trainer, who has kindly committed and supported the event.

Sponsorship - Evaluation and Measurement

ME-MKT2644 Please write in **BLOCK LETTERS**

Sales Contract

Please complete this form immediately and fax back to

BERNARDINE MICHAEL

Fax: +603 2723 6699

Name: _____

Position: _____

Email: _____

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Position: _____

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Organisation: _____

Address: _____

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Nature of Business: _____

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Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: _____

Position: _____

Signature: _____ Date: / /

This booking is invalid without a signature.

Fees

Professional Training fee @
Book before 13th November 2011, pay only USD2,695 + GST / VAT (if applicable) per delegate
Book before 25th December 2011, pay only USD2,895 + GST / VAT (if applicable) per delegate
Book after 25th December 2011, pay full price USD3,095 + GST / VAT (if applicable) per delegate

Premier Plus - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price

All options inclusive of course papers, luncheon, refreshments & service charge.

Indemnity: Should for any reason outside the control of **marcus evans** training, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** training shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** training harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Britain to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities including lunch and documentation also exist. Please contact **Peter Morgan** on +61 2 9238 7200 or email peterm@marcusevansau.com

 professional training

Register Now

Code:E

Contact Marketing at **marcus evans**

Tel: +603 2723 6604

Fax: +603 2723 6699

Email: bernardinem@marcusevanskl.com

Date: 29th & 30th January 2012

Venue: Millennium Hotel, Doha, Qatar

Hotel Accommodation

Accommodation is not included in the training fee. To reserve accommodation at the training venue, please contact the hotel at (+974) 424 7777 and make it clear that you are attending **marcus evans** training event quoting ME-MKT2644 as a reference.

marcus evans

CP 21 Suite 2101, Level 21 Central Plaza
34 Jalan Sultan Ismail, 50250 Kuala Lumpur
Malaysia
www.marcusevans.com

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Confirmation Details: After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the training coordinator at **marcus evans** training.

Terms & Conditions

- Fees are inclusive of programme materials and refreshments.
- Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
- Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
- Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
- Client information is kept on **marcus evans** group companies database and used by **marcus evans** group companies to assist in providing selected products and services which maybe of interest to the Client and which will be communicated by letter, phone, fax, (inc. automatic dialling) email or other electronic means. If you do not want **marcus evans** to do this please tick this box []. For training and security purposes telephone calls maybe recorded.
- Important note: While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
- Governing law: This Agreement shall be governed and construed in accordance with the law of Britain and the parties submit to the exclusive jurisdiction of the British Courts in Britain. However **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
- Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.