



.17

CREDIT CRUNCH

Get strategic!

Now is not the time to turn your back on your staff and clients, rather to keep their loyalty and to motivate them further because you need them now more than ever. Don't "cut spend", invest more efficiently.

Work backwards – project forwards to your end result. WHAT do you need to ACHIEVE? Break this out into financial results, new clients, better level of motivation etc. as applicable. Only then, go back to the beginning and plan – forwards.

Consider events as an integral part of your marketing strategy rather than as a stand-alone. Events should work alongside advertising and PR within your marketing plan. Events have the potential to sell, market, build brand awareness, increase profile, provide PR and a face to face client meeting all in one go.

Target your audience. Your event is only as good as the audience it attracts and the value that audience brings to your business. Maximise the hot prospects, minimise those out for a 'jolly' or likely to drop out and if necessary reduce the numbers of attendees from previous events (in a more buoyant market). Once you have an attendee list, follow up both by email and by phone to check guests are attending, particularly with details the day before.

Match the event to the audience and to the market. Be aware of what your audience wants and the latest event trends. One size does not fit all and while one 'universal' event might in the short term save money, a tailored programme is a more efficient investment. Likewise, you do not need to be extravagant to be effective – BEYOND's clients attended a

BEYOND event consultancy on how to beat the “credit crunch”

film premiere recently that was only just over £100 per person.

Work the room. Ensure you have an appropriate ratio of internal sales staff to clients in order to ensure that every client is engaged in conversation. A lone client is a lost piece of business.

Keep your eye on the goal. Be clear on what you need the event to achieve. Be rigorous in your follow up to all invitees, whether they attended or not. Post-event is where the real return on investment begins.

BEYOND is presently managing conferences, summer parties, client receptions and team building days in the UK and across Europe. We endeavour to work to the above principles on every project. Our aim is to keep all eyes on the goal so that you gain the required return on investment even when the crunch bites.