



IMPROVING SKILLS THAT MATTER

# Engagement: Doing it with sponsorship and content

## How to win the consumer with pull not push

Sponsorship and branded content is a USD3.3billion industry in Asia and it's growing faster than traditional advertising. We know that it's a trickier communications discipline than traditional paid media, but the easiest path is not always the correct path and complexity is not a valid reason to ignore a fast-growing and - arguably - more exciting medium.

This course aims to arm you with the fundamental skills needed to merge sponsorship and content marketing into your marketing mix. Among other elements, we'll show you how the medium can be measured and how to combat Chairman's Choice, a cancer to the sponsorship industry of today.

The course will be certified by the Asian Sponsorship Association.

### Course details:

**Title:** Engagement: Doing it with sponsorship and content

**Date:** 20 August 2014, Wednesday

**Time:** 9.00 am to 5.00 pm (Registration starts at 8.45am)

**Venue:** Orchard Parade Hotel, Antica Ballroom , 1 Tanglin Road, Singapore 247905

**Course fee:** SGD 799 net, per person (on or before 31 July 2014)  
SGD 999 net, per person (after 31 July 2014)

To register, please visit <https://www.regonline.sg/mmcs-2014>

*\*Singapore registered companies can enjoy rebates of 60% under the Productivity and Innovation Credit (PIC) scheme. For more information, visit <http://www.lighthousemedia.com.sg/Events/pic-instructions.pdf>*

### About the principal trainer:



**Ben Heyhoe Flint**

CEO for ASN (Asia Sponsorship News) and  
Vice-President for the Asian Sponsorship Association

Ben has nineteen years experience in Sponsorship and Branded Content, thirteen of which in Asia. In this role, he has worked across multiple industry segments. Ben is also an industry commentator and a passionate Sponsorship advocate.

## COURSE OUTLINE

08 45	Registration
09 00	<p><b>101 - Sponsorship and Branded Content in the modern brand communications landscape</b></p> <ul style="list-style-type: none"> <li>▪ What is it... vs. other communications?</li> <li>▪ The problem today</li> <li>▪ What can it look like - content, celebrity, event, etc?</li> <li>▪ What does it deliver - the benefits?</li> <li>▪ How does it deliver - i.e. HOW does it engage?</li> <li>▪ What else does it do - to GDP, employment, happiness?</li> <li>▪ What should the savvy sponsor be looking for today</li> </ul>
10 45	Break
11 00	<p><b>Buying sponsorship with a strategy</b></p> <ul style="list-style-type: none"> <li>▪ Finding the 'fit', and why a brand fit is more important than you think</li> <li>▪ The planning process <ul style="list-style-type: none"> <li>○ Tools to support - free and paid</li> </ul> </li> <li>▪ Can you do it without an agency?</li> </ul>
12 45	Lunch
13 45	<p><b>Activation and Storytelling</b></p> <ul style="list-style-type: none"> <li>▪ Activate or die; and why it's a life or death decision</li> <li>▪ Activation planning</li> <li>▪ How to weave in the brand story</li> <li>▪ Budget and agency deployment</li> <li>▪ The best ideas that ASN has seen</li> </ul>
15 30	Break
15 45	<p><b>Measurement/ROI techniques</b></p> <ul style="list-style-type: none"> <li>▪ The black art of ROI: How to know that you're creating ROI for your brand</li> <li>▪ Turning a partnership from the Chairman's Choice into an accountable win-win</li> <li>▪ How do you define ROI or commercial 'growth' from a sponsorship campaign <ul style="list-style-type: none"> <li>○ And what are industry benchmarks?</li> </ul> </li> <li>▪ Techniques to measure against these manifold ROI parameters <ul style="list-style-type: none"> <li>○ Pre, During, Post</li> </ul> </li> <li>▪ How can I use the results to demonstrate value to my management and improve my platform?</li> <li>▪ And how can I use the ROI to negotiate renewals?</li> </ul>
17 30	End