

International Festival and Events Association Certified Festival and Events Executive Program

Curriculum Area: Marketing and Media Relations

Area Purpose

A strong marketing vision, direction, and ultimately a plan is essential in successful promotion of any company's products or services. This area of instruction is designed to look at and provide an overview of marketing and media relations and specifically how these functions can be used to the unique needs of the festival and special events industry.

Area Objectives

1. Provide a working knowledge of marketing's role in a festival or event.
2. Provide a basic outline for structure and organization of marketing and media relations planning.
3. Provide working knowledge of media relations and tips and techniques to conduct full media relations' efforts.

Key Instruction Elements (must be covered)

A. Role Of Marketing and Media relations

Learning Outcomes:

- Explore the two sides of marketing – paid-for/trade advertising and editorial coverage through media relations.
- Understand how marketing plays a role in all aspects of the event from sales to operations

B. Audience Demographics

Learning Outcomes

- Understand the need to know the basics of an event audience – age, income, gender, ethnicity, education, marital status.
- Understand comparisons of the festival's audience to the overall demographic mix of the potential drawing area.
- Understand the benefits of learning the leisure patterns of the targeted audience.

C. Basics of Branding

Learning Outcomes

- Understand concepts of branding, how to define and develop brand.
- Provide information on using branding in all aspects of the festival from marketing to sales, programming and operations.
- Understand the elements that drive a brand from the visual and experiential.

D. Strategic Marketing

Learning Outcomes

- Understand the need to establish and live by a core marketing position and communicate a clear and consistent message.
- Provide an understanding of how to work with sponsors and partners to meet mutual goals.
- Provide a background of market research to ensure hearing the voice of the customer
- Understand how and when to revitalize your brand

E. Basics Tactics of Marketing

Learning Outcomes

- Provide information on the many tactics of marketing including advertising, PSAs, promotions, collateral materials, web marketing.

F. Basics of Media Relations

Learning Outcomes

- Develop an understanding of the importance of the media in event promotion Consider and understand various types (and examples) of media interviews
- Learn the inner workings of the media and the ways to engage them in event coverage.
- Understand pros and cons, the potential pitfalls, and rules for success
- Understand the tips for successful interviews by medium including dress and demeanor
- Develop a working knowledge of how to deal with crisis communication
- Understand the basic elements of a professional news release
- Examine the roles and fundamentals of media kits and video footage
- Understand basic issue involved with handling media on-site

G. Media Sponsorships

Learning Outcomes

- Understand the basic positive and negative points of in-kind media arrangements.
- Learn basic methods that media outlets use to establish their trade values
- Creating win-win relationships with media

H. Creativity

Learning Outcomes

- Understand the role creativity plays in cost-effective marketing plans
- Understand the key elements of successful creative promotions