



## Tips for Innovative Meetings and Events (T.I.M.E.)

**Topic:** Mobile Events - On the Road

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### Welcome

July is traditionally a vacation month, (I took some time off this month!) and so it seems appropriate to focus on mobile events. Yes, meetings and events can take place in a static environment where the participants come to you. But they can also take place on the road where the "meeting" comes to the participant.

Taking a meeting on the road or mobile marketing may not be in your list of responsibilities. But this issue of Tips for Innovative Meetings and Events still offers you something. **Reason 1:** There are lessons to be learned from mobile marketing that can be applied to even the most traditional meeting. **Reason 2:** Event Marketing is a large and growing business. Either your company is doing it now (and it is controlled by another area of the organization) or your organization may be looking at in the future. According to the Association of National Advertisers, event marketing and sponsorship activities is a \$10 billion industry in North America and growth has outpaced both advertising and promotion. **Reason 3:** The applications for mobile marketing extend into many arenas -- some of which may be useful for you.

I will be on the road again when I attend Meeting Professionals International's World Education Congress. I am part of the educational line up (see Future T.I.M.E. for more details) and if you haven't already received and responded to our survey on Measuring Meetings, please take the time to complete this short survey at [http://www.showvalue.com/surveys/wec\\_1.asp](http://www.showvalue.com/surveys/wec_1.asp) or click here [WEC Measurement Survey](#). Thanks in advance to all who respond!

In the meantime, I am (sort of) glad to be back in the office writing this issue of Tips for Innovative Meetings and Events. Hope your summer is going well. Hope to see you in San Francisco, if you are attending MPI's WEC.

Sue  
[Sue Tinnish](#)

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## Planning a Road Show

Steps to Success on the Road:

1. Develop the Concept: Creativity is good but it is imperative to match the creative concepts to your needs.
2. Target your Market
3. Develop Implementation Strategy
4. Develop your Budget
5. Research Venues and Locations
6. Secure the Venue or Equipment
7. Market the Event: Direct Marketing, Customer Events, Trade Shows, Database Mining
8. Plan Over The Road Logistics: Key stops, staffing, etc.
9. Create Performance Measures: How will the event be successful
10. Hire your Staff: Set clear expectations and monitor performance consistently. This will help insure that your staff can deliver your message. These people will be the "face" of your organization to the customer.
11. Train, Train and Retrain Field Staff
12. Secure Sponsorships: Sponsorship is one way to offset the cost of a mobile program
13. Document Results with Photos, Video, and Statistics
14. Post-Event Recap

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## Why it Works

Do you remember my June issue on Business Theater? In that issue, I referenced Pine and Gilmore's book, [The Experience Economy](#). For meetings and events, the conclusion I (along with others) draw from The Experience Economy and my own experience is this: People relate best to a message with which they have had some sort of experience. By their very nature, face-to-face events and meetings can offer that experience. And in the world of consumer marketing (one world where mobile marketing fits in nicely), some experts contend that events are one of the most effective forms of advertising.

Jim Holbrook states in Promo Magazine, "To really persuade consumers, you have to get up alongside them. Word of mouth is the best form for marketing (for a product that performs). Well, event marketing is a mass word of mouth."

The benefits of mobile experiential events are that they:

- **Strike emotional chords.** **Example:** Home Depot management hosts "Breakfast with...", a tradition from the time when Bernie Marcus ran the

company. The breakfast gatherings are staged on location in a Home Depot Store before the store opens. The gatherings are meant to celebrate the people working in the stores and their community interaction.

- **offer face-to-face interaction.** **Example:** DaimlerChrysler hosts its loyal fans at Camp Jeep. Jeep spends about 20% of its marketing budget on events. Once at Camp Jeep, consumers talk directly with engineers, marketing teams and managers. Jeep's senior manager of brand events, Lou Bitonti, says "If you can turn a hand-raiser into an event participant, that makes them a stronger prospect." (Promo Magazine, April 2003)
- **Tailor the message for audiences.** **Example:** Rimmel London takes its Coty Cosmetics double-decker bus to college campuses on weekdays and Wal-Marts on weekends. Different audiences, customized messages, same vehicle.
- **Combine reach and frequency with guerilla marketing.** **Example:** A year ago, Richard Branson, the CEO of The Virgin Group, did a "strip tease" in Times Square New York to hype Virgin Mobile's cellular service as having "nothing to hide." He stopped traffic. /li>
- **Substitute for traditional media.** Some packaged goods companies are finding that dollars are better spent setting up in a retailers parking lot than spending on Point of Purchase (POP) displays. **Example:** (Written up in Promo Xtra ezine, July 10, 2003) Kellogg Co. is truly making breakfast portable with its Special K Red Berries Better You Tour. The Battle Creek, MI-based company has teamed with Kroger Supermarkets, Curves fitness centers and CBS fitness expert and reporter Bonnie Kaye for a 12-market mobile tour.

Making stops at Kroger store parking lots, fairs and festivals, consumers can get tips from Kaye and receive fitness assessments and recommendations from Curves representatives. A nutritionist is on hand to answer questions and visitors can sample Special K Red Berries cereal.

- **New Partnerships.** **Example:** Black & Decker sets it mobile units at events where their end users work, learn, buy and play. One site is high schools and community colleges that are part of Skills USA vocational education program. (As reported in Sales and Marketing Magazine, September 2002)
- **New opportunities for integration:** Sponsorship, product giveaways, sampling, sweepstakes. **Example:** Patricia Odell writes in Chief Marketer's July 16 e-zine about Land Rover's "Exotic" Events. Land Rover is using a luxurious brew of events held at elegant country homes, coupled with exotic chocolate tastings and falconry demonstrations, to swing consumers to buy its 2004 Range Rover model. Resort locations and private homes provide the backdrop for off-road driving instruction, culinary sampling, a display of rare orchids, and clay-shooting instruction. **Example #2:** Avon launched a mobile campaign with makeover stations and a sweepstake. "Running a sweepstakes with the tour gives us the opportunity to follow up, " says Debbie Boffey, Avon Executive VP-Public Relations and Promotions.

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**Where Does the Road Lead?**

What types of events and meetings are suited to be "on the road?"

- **Employee Meetings.** **Example:** Home Depot calls them road shows where top execs meet with managers in meetings held regionally all year long.
- **B2B or business-to-business marketing.** **Example:** Bosch Power Tools are used primarily by professional construction crews versus the DYI (do-it-yourself) consumer who watches HGTV. Their products are sold through distributors. Doug Shaffer of Bosch states that "We never really had a direct influence on the end user...(But) in our business, tool touches equal sales." Bosch uses a 30-foot "workshop of wheels" to stop at industrial accounts, job sites, trade shows, retail venues and sporting events.
- **Demonstration.** Demonstrate your product, breakthrough technology or a message.
- **Hospitality.** Extend your hospitality to prospects or customers off-site.
- **Consumer Promotions.** Examples abound of consumer promotions built as mobile events. Several examples are cited throughout this issue.
- **Hands-On Training.** Educate your sales staff, technical workforce, end-user customers, or distributors with a hands-on training environment.
- **Recruiting.** Mobile units offer private interview areas, open discussion room, videoconferencing capabilities or webcasting technology, allowing you to effectively communicate a message to build your team.
- **Service Center.** Deliver exceptional customer service through a mobile service center. **Example:** Coleman had a custom trailer that acted as a traveling camping equipment repair center. The company routed it to campgrounds near large-scale events such as NASCAR races and air shows, and offered demonstrations and free repair of Coleman equipment at each stop.

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### Keep it Customer Centric

When you offer a mobile marketing event, is it a public relations, publicity, advertising, promotion, marketing, branding, training, or media event??

When executing a mobile event, often outside agencies and companies draw artificial lines distinguishing between these disciplines. "We handle the advertising." "We only handle the promotions."

Within a company, the goal should be to build your business with X amount of money. External parties can (and do) quibble about who's money it should be.

Strive to create a driving force that is customer-centric (that customer can be a consumer, your own employees, a retailer, a distributor or another business). Keep in mind what is the best approach for the participant. What will build the brand, the message and ultimately your business?

Integration of all marketing disciplines is a huge value that you can bring. Maintain a strategic view. Keep all disciplines in mind (plus it will help you build the ROI). And keep it customer centric.

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## My Favorites

These familiar brands are still going strong or extending themselves through mobile marketing:

1. **The Oscar Meyer Weinermobile** still draws a crowd even 65 years after it made its first appearance.
2. **Kellogg introduced its Tonymobile** this spring and summer. This is the company's first mobile marketing event and features a 23-foot "character car" which crams 6 different Kellogg's characters on the vehicle. (Tony the Tiger, Toucan Sam, Snap, Crackle and Pop and Dig'Em.)
3. **Peeps** , yes, those mushy marshmallow yellow chicks, turned 50 this year. The Peeps Fun Bus started touring this spring to let people know that Peeps are just for Easter any more. The Peeps line now includes year-round holiday designs. Visitors to the Peeps Fun Bus could test their Peeps knowledge, play games, get their photo taken and enter a sweepstake.

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## Freebies: Sponsorship

### FREEBIES:

What are sponsors looking for when they sponsor an event?

Basic sales skills lead me to ask questions so that I can describe benefits that are meaningful to a potential sponsor. Sponsors, depending upon their internal priorities, will have their own "formula" for determining Return on Investment.

Here are four things they may consider in the overall package:

1. Is there a good match between the event and our product? The "match" may exist because of the audience, message, product link, cause-related marketing, etc. Is it a good strategic fit?
2. Does the event generate good public relations?
3. Does the event create good product experience?
4. Does the event create great advertising?

**More FREEBIES** Interested in more ideas about sponsorship?? In 2002, US companies spent \$9.5 billion on sponsorship. Please email me and I will send you more tips, ideas and perspectives on sponsorship. Click here [Sue on Sponsorship](#) or send an email to [stinnish@ameritech.net](mailto:stinnish@ameritech.net).

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## Future T.I.M.E.

**HELP!!** I am interested in your opinion and real world experience as it relates to measuring the value of meetings. Along with several colleagues, we will be compiling results from this short survey and referencing the results during a session at MPI's

World Education Congress. Whether or not you plan to attend WEC, the following link will allow you to contribute your issues and concerns regarding meeting and event measurement to the session content.

Click here [WEC Measurement Survey](http://www.showvalue.com/surveys/wec_1.asp) or paste the following URL into your browser:  
[http://www.showvalue.com/surveys/wec\\_1.asp](http://www.showvalue.com/surveys/wec_1.asp)

All results will remain strictly confidential and will only be shared in aggregate form.

And please note the times of my sessions:

**Meeting Professionals International World Education Congress** : August 2- 5  
[The Measurement Exchange: Real World Answers to your Questions](#) on **Tuesday, August 5 10:00 - 11:30 am**

[Can't We All Get Along: Increasing Program Value with Effective Supplier Teams](#) on **Tuesday, August 5, 8:00 - 9:30 am**

Also later in August, if you find yourself in Florida...

**Southeastern Florida MPI Educational Conference, MPI-SEC** August 21-23, 2003  
[180 Ways to Transform Your Meeting](#). I am presenting on **August 21**.

**ITME Motivation Show**: in Chicago from **September 16 - 18**

I love to see familiar faces in the audience. Please come and see me!

Tips for Innovative Meetings and Events will be accepting limited advertising. If you are interested in using this e-newsletter as a way to reach a targeted audience, please e-mail Ron Hopkins at [rhopkins@ameritech.net](mailto:rhopkins@ameritech.net) for more details. [Or Click Here](#)

I would really appreciate it if you would forward T.I.M.E. onto your colleagues, associates, and clients. Just press the forward button at the end of the newsletter.

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### **T.I.M.E. Gone By**

If you are interested in past issues, please e-mail us with the month and topic and we will send you a copy of that newsletter. Here's what is included in past issues [Back Issue Request](#):

May 2000: **Teambuilding** and (Freebie) New York Times Reprint On Teambuilding

June 2000: **Green Meetings** and (Freebie) Resource List Of Exercises

July 2000: **Values** and (Freebie) Meeting Analysis

August 2000: **Minimum/Minimal Meetings** and (Freebie) Web Winners

October 2000: **Evaluations** and (Freebie) Sample Evaluation Questions

November 2000: **Politics**

December 2000: **Toys** and (Freebie) Brainstorming Ideas

January 2001: **Sales, Award Presentations** and (Freebie) Sales Tips

February 2001: **Change** and Communicating Change and (Freebie) Change Bombs

March 2001: **Open Space Technology**

April 2001: **Adult Learning Styles** and (Freebie) Learning Style Questionnaire

May 2001: [Trade Shows](#) and (Freebie) Trade Show Timeline  
June 2001: [Emotional Intelligence](#) and (Freebie) EI Quiz  
July 2001: [Presentation Tips](#) and (Freebie) Speaker Introductions  
August 2001: [Ice Breakers](#) and (Freebie) Resource List  
September 2001: [Facilitation](#) and (Freebie) Problem Personalities In A Meeting  
October 2001: [Humor](#) and (Freebie) The Benefits Of Laughter November 2001:  
[Customer Care](#) and (Freebie) Complaints  
December 2001: [Slack](#) and (Freebie) Quiet Time

January 2002: [Teambuilding Options](#) and (Freebie)  
February 2002: [Promotional Products](#) and (Freebie) Case Study  
March 2002: [Multicultural Communication](#) and (Freebie) Multicultural Meeting Tips  
April 2002: [Outdoor Learning](#) and (Freebie) Justification Checklist  
May 2002: [Budgets, June, June, and ROK](#) and (Freebie) Budgeting Beyond Excel  
June 2002: [Creativity](#) and (Freebie) Building the Case for Creativity  
July 2002: [High Touch Technology](#) and (Freebie) Personal Technology Tools  
August 2002: [Economic and Business Cycles](#) and (Freebie) Investment Strategies for meetings  
September 2002: [Successful Environmental Factors/Conference Centers](#) and (Freebie) Learning Environments  
October 2002: [Return on Investment](#) and (Freebie) Balanced Scorecard  
November 2002: [Incentive Meetings](#) and (Freebie) Forum Synopsis  
December 2002: [Resource Recap](#) and (Freebie) Resource Lists

January 2003: [Everyday Meetings](#) and (Freebie) Meeting Quiz  
February 2003: [Diversity](#) and (Freebie) Survey Results  
March 2003: [Problem Solving](#) and (Freebie) Techniques Illustrated  
April 2003: [Marketing: Pre- and Post- Event](#) and (Freebie) Blogs  
May 2003: [Entertainment](#) and (Freebie) Storytelling  
June 2003: [Balance in Meetings and child caret](#) with (Freebie) Child Care at Meetings Tips

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