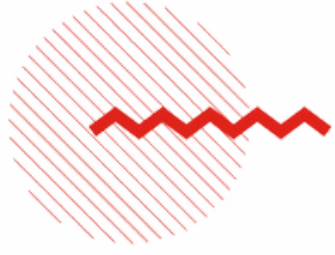




EVENT CAMPAIGN BRIEFING



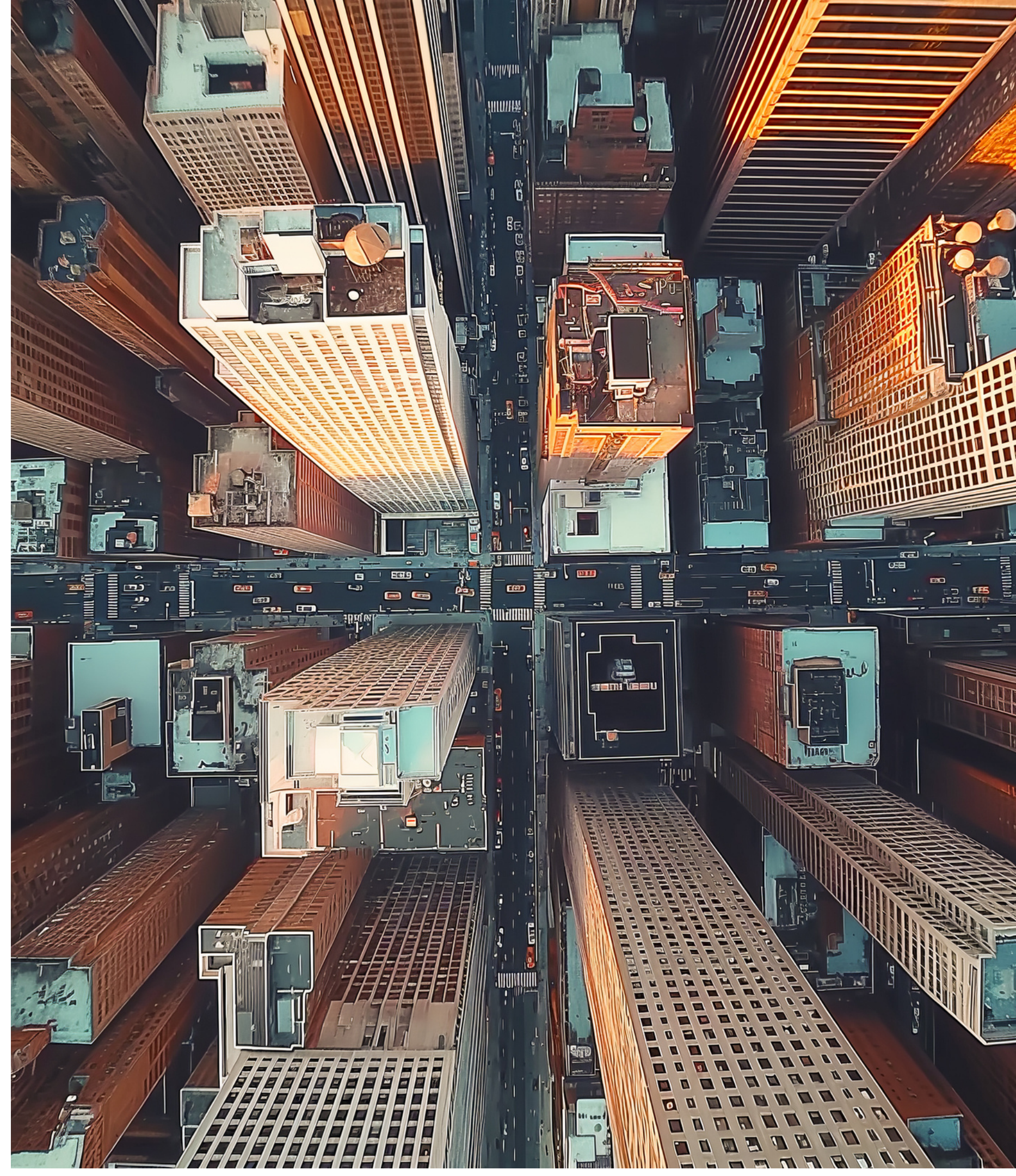
AGENDA

01 The Set-up

02 The Event

03 The Lists

04 The Campaign



CONSIDERATIONS FOR AN ENGAGING EVENT

- Define your target audience
- Create a topic that captures the audience
- Presentation slides, different from the Corporate Presentation?
- Invite guest speakers who add value

By taking time to conceptualize, plan and prepare we can create a unique and engaging event with increased attendance rates.

CAMPAIGN

IT'S MORE THAN THE LIVE EVENT!

To ensure a successful event we need to consider the complete campaign.

In the following slides you will see examples of a complete campaign.

We understand that each client is unique in their requirements so please use these as a guide to create the complete campaign.

CAMPAIGN PHASES

CAMPAIGN PREP

CAMPAIGN APPROVAL

CAMPAIGN PROMOTION

LIVE EVENT

LIST MANAGEMENT

POST PROMOTION

ESTIMATED TIMEFRAME: 4.5 WEEKS

THE SET UP

COMPONENTS:

About/BIO	We need a compelling summary of the webinar event and list of topics that will be discussed in the webinar, along with the BIOs of the Speakers.	Account Lead
Target Audience	We need to define the Target Audience and request a quote on how long it will take to target the right investors. This will be a factor in determining the timeline of the campaign.	Account Lead
Schedule	We need to complete the schedule template, with dates, for the complete campaign.	Account Lead
Place	For a physical event, we need to determine the style of event, capacity target, and budget, this will help us find a suitable location for the event to propose to the client.	Account Lead
Assets	We would create all campaign assets prior to launching the campaign to set up automation. This is a factor in determining the timeline of the campaign.	Marketing

THE SET UP

COMPONENTS:

Important Question: What email infrastructure is the client using or does this need to be set up?

Invites	We can design email and social posts to announce and promote the event.	Marketing
Landing Page	We can design a landing page to capture RSVPs. This landing page can be designed with a custom registration form and consent policies to gather the right information.	Marketing
Automation	<u>Depending on the client's email infrastructure</u> we can review the possibility of setting up automation. Alternatively if they need this infrastructure setup, it will take 5 business day.	Marketing
List Mangement	<u>Depending on the client's email infrastructure</u> we can review how best to manage RSVP's and the communication plan.	Account Lead/Marketing

PROMOTION

COMPONENTS:

Timeframe	We recommend 1 month + prior to the event date to promote the event.	Account Lead
Channels	We recommend promoting this on the social channels that reach the target audience, by targeted email to clients distribution list and featured in the AAIR newsletter.	Account Lead
Sponsored/Boosted Post	There is the option to “boost” the post, turning the event post into an Ad to reach more audience, if appropriate for the event. Additional spend required.	Marketing
Sponsored Partners	We have a network of partners that can help distribute the event notice, this can be through their newsletters or social channels. Possible additional spend required.	Account Lead

THE LISTS

TARGETING AND LIST MANAGEMENT

To ensure a successful event we need to consider the target audience.

Our approach is to take run a targeting exercise to identify investor profiles from within our community and we will also target new contacts. This effort is completed by the Capital Markets team.

All "Leads" are appropriately tagged to the Client account event to support communication plans.

PREP PHASE

Capital Marketing Targeting Exercise
(X Time)

Creates a new Contact List for this event promotion

PROMOTION PHASE

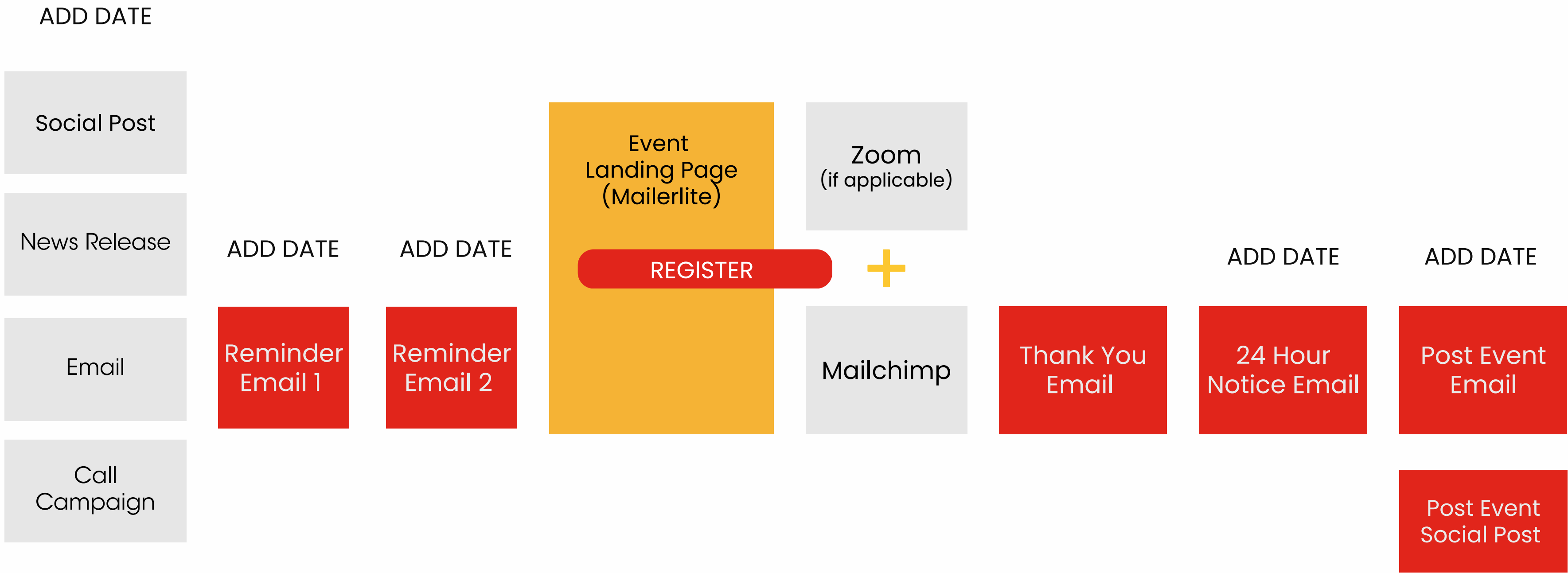
Email

Call Out

POST EVENT PHASE

Email

COMMS PLAN



THE EVENT

COMPONENTS:

Host(s)	Please determine who the host will be for this webinar.	Account Lead
Script	We need to prepare a script for the webinar that will be sent to the Client in advance. This script must include an intro, disclaimer, and pre-populated questions.	Account Lead
Timing	Average timing of the presentation is 45 min, 30 mins presenting with 15 min Q&A. Important to put in the invitation the time to arrive and the time the presentations start.	Account Lead
Interactive	(If applicable) Account Lead must be present during the event to manage questions, schedule of events and other coordination efforts with the client.	Account Lead

POST EVENT

TO CONSIDER

Recording	(If applicable) The raw video will be saved in the client folder.	Marketing
Post Editing	The marketing team will edit the Long Form Video with Slide overlays. The video will be sent to the Account Lead to select the TimeStamps for where to place the overlayed slides or copy. Upon Request we can slice the presentation into Video Shorts. Please see example: https://preview.mailerlite.com/t8i5f2q2g6 Turn Around time is: 48 hours. This is a consideration for the complete campaign timeline.	Account Lead & Marketing
On Demand Video	On-Demand Video (Long or Shorts) are placed on custom event landing page	Marketing

EXAMPLES

PAST CAMPAIGNS

PRA COMMS	Included Email, social and custom landing page for registration and on-demand: Branded Emails (<u>Pre</u>, <u>Post</u>, <u>On-Demand</u> Email Example) -Branded Landing Page for Registration (<u>Pre</u>, <u>Post</u> Example) -4 Pre-Promotional Posts (2 for AAIR & 2 for client) -Turn Recording into Shorts for Post-Promotion Posts (<u>YouTube Playlist</u> Example)
Stardust	Included: <u>Registration Landing page</u>
WIMBC	Included: <u>Branded landing page.</u>



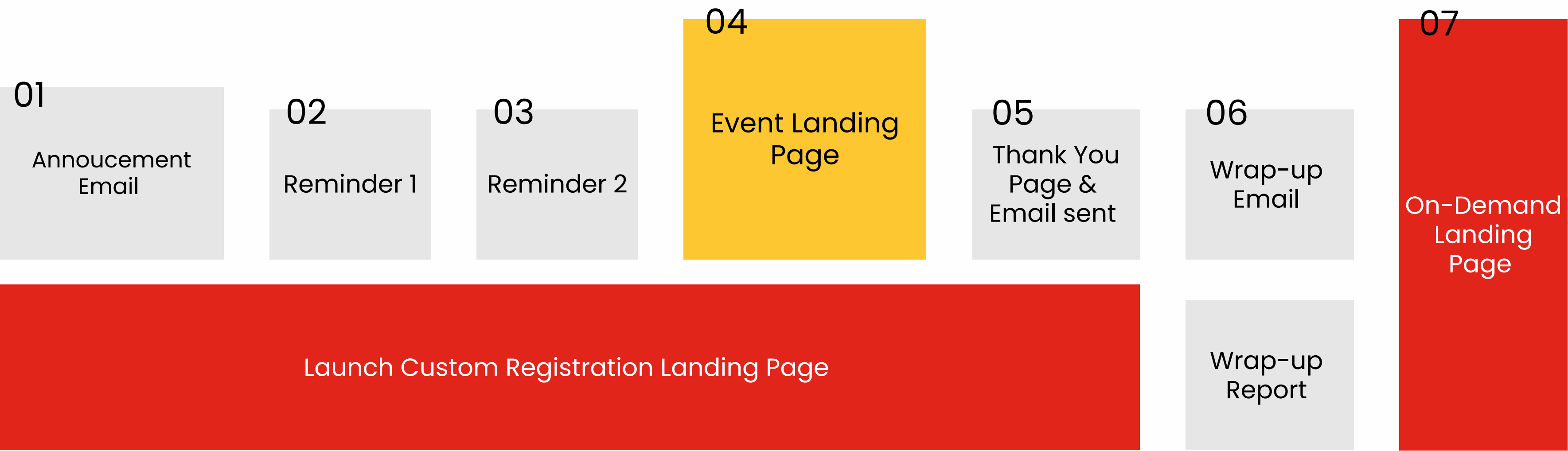
EXAMPLES

PAST CAMPAIGNS

Case Study Stardust Power (CONFIDENTIAL)	Emails for NASDAQ Opening Bell Ceremony: • <u>Invite</u> • <u>Reminder</u> – to those who didn't confirm on June 28, can resend on July 2 • <u>Confirmed</u> – Automatically • <u>Reminder to those confirmed</u> – 3 days after confirmation (because they may confirm after June 28 or July 2, so with this delay, it ensures everyone gets the reminder email) • <u>Day before Event</u> – July 10 Emails for CORE Club Luncheon: • <u>Invite</u> • <u>Reminder</u> – to those who didn't confirm on June 28 • <u>Confirmed</u> – Automatically • <u>Reminder to those confirmed</u> – 3 days after confirmation (because they may confirm after June 28 or July 2, so with this delay, it ensures everyone gets the reminder email) • <u>Day before Event</u> – July 10 Heres the <u>NASDAQ Bell Ceremony Invite Link</u> Heres the <u>CORE Club Luncheon Invite link</u> <u>Live excel sheet of confirmed people.</u>
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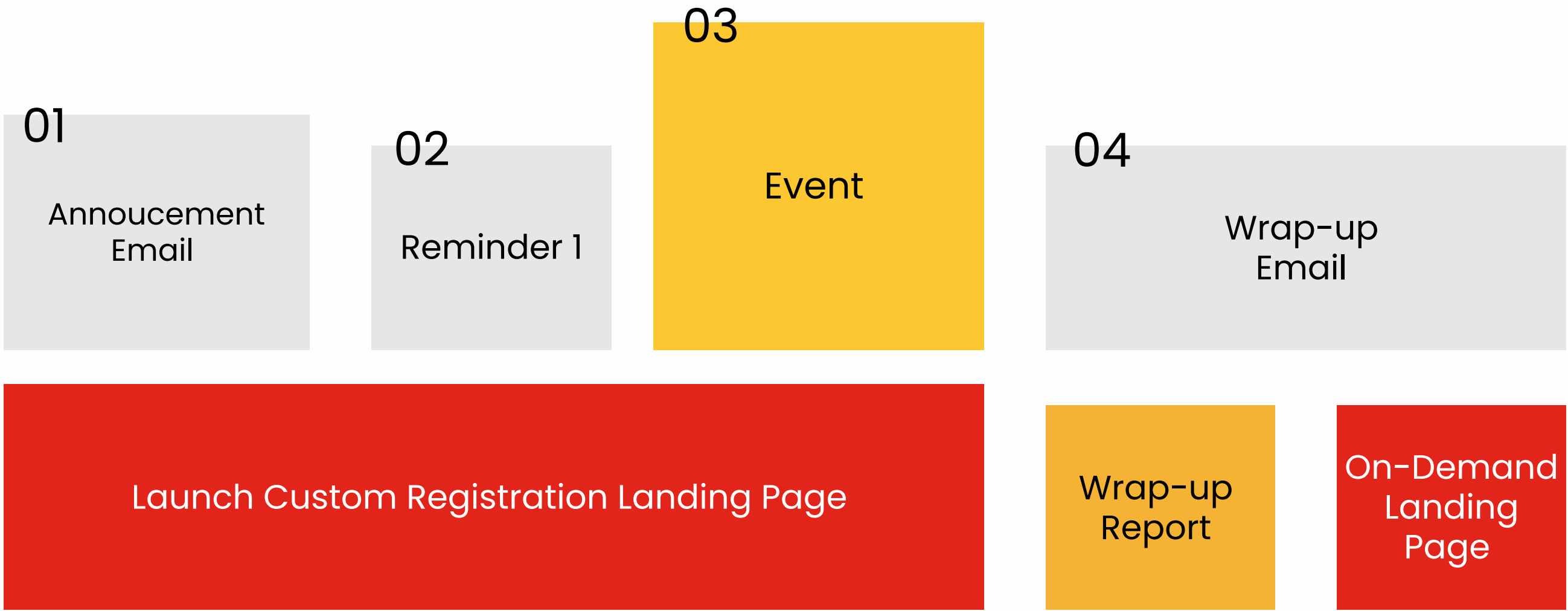
CAMPAIGN OUTLINE

Proposed Process



CAMPAIGN OUTLINE

Proposed Process



NEXT STEP...

If you are ready to start planning, submit a Ticket to Marketing and let's get going!

Submission Form – [Click Here](#)

