

# Corporate Sponsorship Marketing & Evaluation

Adopting innovative sponsorship strategies through various sponsorship channels to connect with your target audience and distinguish your brand from competitors

Prince Hotel & Residence,  
Kuala Lumpur, Malaysia

10th & 11th November 2010

This event is endorsed by the Sales & Marketing Institute (SMI) and accredited with 8 CPD credits per day for all delegates who are members of SMI. Participants to the endorsed event will earn the credits up to 36 points to qualify for Certified Sales Professional (CSP) designation award

## Featuring a half-day course:

**Evaluating and measuring what matters most: The ROI of a sponsorship deal**

Facilitated by:

**Nicholas Cameron** CEO  
SponsorMap

Nicholas is a recognised international expert in sponsorship research and has been measuring sponsorship ROI for global sponsors for over 12 years.

Some of SponsorMap's clients include:

- Samsung
- Vodafone
- Chevron
- Bank Ayudhya
- LG
- Coca-Cola
- Starhub
- Japan Tobacco International

## Attend this informative event and gain practical insights into:

- **Identifying** winning partnerships through various sponsorship channels such as entertainment, music, arts and culture, sports and community sponsorship
- **Developing** a corporate sponsorship strategy from scratch to identify which sponsorship channel fits your brand best
- **Aligning** your sponsorship objectives with business objectives to ensure accurate sponsorship selection
- **Adopting** effective evaluations and measuring plans to calculate your ROI from sponsorships
- **Examining** the value of a sponsorship deal is accurate and not overpriced
- **Assessing** the effectiveness between traditional marketing and sponsorship to identify which method is best suited for your brand
- **Mastering** the art of negotiation to achieve a reasonable and profitable price for sponsorship
- **Networking** with sponsorship, marketing and branding leaders across industries in a setting that cultivates dialogue and discussion

## Testimonials from similar past events:

"Wider knowledge on ROI of sponsorship"

**Iskandar Regional Development Authority Malaysia**

"Gained current insights in evaluating sponsorships, the methodology of choosing sponsorships, reviewing & evaluating sponsorships in future"

**6 Drunk Men Singapore**

"It was a great learning experience to understand key learning's shared by various speakers"

**Volkswagen India**

\*Early Bird & Group Discounts

Ask about our savings

"As the advertising world becomes more cluttered, it makes a **difference** for them to **stand out** and really connect with the consumers. **Sponsorship** is a way to **connect with the customers** on more of an **emotional and visceral level**"

Lance Helgeson

In today's competitive marketing environment, traditional media marketing channels can no longer be relied upon to effectively reach out to your target audience. Sponsorship marketing has a proven record of creating a unique perception in the mind of the consumer and re-affirming the company's reputation in the business world

  
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## Featuring an esteemed panel of speakers:

**Stuart Cameron** VP Regional Sponsorships  
**MasterCard Worldwide**

Stuart is responsible for developing the region's sponsorship strategy, negotiating sponsorship contracts and managing key sponsorship properties across sports, entertainment & lifestyle segments including Rugby World Cup 2011, Mumbai Indians and Asia Fashion Exchange

**Nathalie Quéré** Head of Global Sponsorship  
**BT Global Services**

Nathalie is in charge of BT's global sponsorships such as XPRIZE Foundation and the international promotion of BT's partnership with London 2012 Olympic Games. She previously managed BT's sponsorship of Ellen MacArthur sailing team, BT Team Ellen, with Ellen MacArthur as BT's ambassador for CSR and sustainability as well as BT's sponsorship of Montreux Jazz Festival

**Michaela Stolz-Schmitz** Vice President  
**Siemens**

Mrs. Stolz-Schmitz was responsible of major projects like Olympic 2008, Expo 2010 in Germany and China; moving together all cultural projects. She was a nominee in 2009 for China Business Woman of the Year

**Leonardo O'Grady** Director, Sparkling Activation Platforms  
**Coca-Cola Pacific Group**

Leonardo's brand management experience in Singapore and Asia includes: CAAS, Dow Jones, HBO, VW, Coffee Bean & Tea Leaf, Tower Records, UOB, Lexus, Sony, Guinness, to name a few

**Helle Muller Petersen** Marketing Development Director  
**Carlsberg**

Helle has 19 years of experience in Sales & Marketing from various positions. She has managed most of the Carlsberg Groups International brands such as Tuborg, Holsten, Skol, Somersby and Eve. Her main responsibility in Asia is building marketing competences and drive innovation across the region

**Mario Salvatori** Vice President, Marketing Global Categories  
**Sara Lee**

Mario was involved with sponsoring two key green spots in Milan while working for Heinz. He sponsored Seria A football by leveraging Ambi Pur Car and he also co-sponsored Italy's top music festival with Sara Lee's number one Italian shower gel

**Michael Chan** General Manager – Marketing Consumer Business Division  
**Maxis**

In Michael's current role at Maxis, he has been involved in fairly large sponsorships such as the 2010 FIFA World Cup, the Barclays Premier League and the Lotus F1 association

**Anita Azrina Abdul Aziz** General Manager  
**Petronas Motorsports**

Petronas Motorsports sponsorship programme serves more than just an image and brand building exercise. It is an effective platform for enhancing their technological and human capabilities through Research & Development (R&D) of Petronas fuel and lubricant products

**Subhramshu Neogi** Director - Brand and Corporate Communications  
**Religare Enterprises**

Subhramshu has spent more than 14 years in sales, marketing and brand management across categories such as FMCG, telecom and media

**Adrian Lim** Managing Director  
**Sony Music**

A professional with knowledge of the music catalogue, creative in marketing, A&R and sales coupled with his well-known and proven track record of over 20 years of experience in the music business

**Ravindran Raman Kutty** Head of Corporate Communications  
**Northport**

Northport have won the International CSR award by Asria-Anstead, Brand Laureate Awards for 2007 & 2008 and The Asia Pacific Entrepreneur Award – Investing in People 2008

**Jason Lo** Chief Executive Officer  
**Tune Talk**

Tune Talk is the main sponsor for the 1Malaysia Unity Concert 2010. Jason organised a series of successful concerts called 'Rock the World', the largest rock festival in Malaysia, where part of his responsibility was attracting sponsors

# Our business partners

## Endorsers



## Media Partners



## Online Media Partner

**brandchannel.com**

### Why you cannot miss this event

According to a research company, the '09 global sponsorship expenditure reached \$44 billion, a 3.9 percent increase over the \$43.1 billion spent in '08. Sponsorship is the fastest-growing form of marketing in the global market, largely due to the wide range of opportunities available such as entertainment, music, sports, art and culture and community marketing. Many have witnessed how organisations have built brand equity, increase product revenue, create competitive advantage and explore new business opportunities through the power of corporate sponsorship.

Despite the economic downturn, a research stated that the Asia Pacific region remains the fastest growing region among others which sees a four percent rise to \$10.4 billion this year. Common sponsorship challenges faced in Asia is the inability of organisations' to identify the ideal sponsorship channel for its brand. In addition, sponsors and right holders face the challenge of developing a comprehensive framework to review and consider a worthwhile possibility of a sponsorship or to successfully measure and evaluate the ROI from sponsorship deal.

**marcus evans** is pleased to announce this premier conference which will provide you with best practices and case studies on how organisations have leveraged sponsorships via various sponsorship channels while gaining insights to develop quantifiable objectives and measurement programme to review and consider sponsorships or calculate ROI from sponsorship deals.

**Whether you are a sponsor, right holder or agency, local or global, marcus evans Corporate Sponsorship Marketing & Evaluation forum is your best investment in sponsorship growth.**

### Who should attend

**Senior Executives, CMOs, GMs, Senior Managers, Managers, Assistant Managers, Heads, Directors and Senior Decision Makers of:**

- Corporate Sponsorship
- Corporate Branding
- Marketing & Branding Management
- Corporate Communication
- Advertising
- Commercial
- Public Relations
- Corporate Affairs
- Media and Issue Management
- Stakeholder Relations
- Customer Relationship Management
- Business Development
- Product & Portfolio management
- Sales

**From organisations across all targeted industries including sponsorship, advertising, branding and marketing agencies**

### About the Endorsers

The **Marketing Institute of Singapore**, the national professional body for marketers. Since 1973, the Marketing Institute of Singapore has nurtured more than 20,000 sales and marketing practitioners through its Training Academy and provided the networking opportunities for thousands of its members. The Institute will continue to serve the community to fulfil its new vision of "Creating Marketers" through quality education and by connecting a community of marketers.

The **Sales and Marketing Institute International** is the leading professional body of sales and marketing professionals in the Asian region, with over 10,000 members and affiliates. SMI promotes excellence in sales and marketing and leads the development of professional standards and practice. SMI offers the globally recognized Certified Sales Professional (CSP) program for sales executives and managers. For more info, visit [www.smiglobal.org](http://www.smiglobal.org) or email [info@smiglobal.org](mailto:info@smiglobal.org)

### About the Media Partners

The **e-Marketer** is a monthly online publication launched in January 2007 with a circulation of more than 9,000. Other than featuring the latest content updates from the i-Marketer, it also highlights upcoming events that the Marketing Institute organises and support. Its wide readership is made up of mainly Professionals, Managers, Executives and Businessmen (PMEBs).

The **i-Marketer** is the Marketing Institute of Singapore's latest initiative in facilitating a global connection within the marketing fraternity. The flagship marketing portal in the region, it targets to equip marketers with the essentials like the latest in marketing trends and happenings. It also aims to provide marketers with an interaction avenue to get acquainted with their peers for knowledge sharing and networking.

**Asian e-Marketing** is a true pioneer in the Asia Pacific's digital marketing scene, empowering e-marketers in the vibrant and fast-paced electronic marketing environment. Zooming in on the increasingly valuable and indispensable tool of today's marketers, the Internet, Asian e-Marketing gives marketing teams a competitive advantage in the market. It goes out every month to around 18,000 top management and marketing decision-makers in the region.

### About the Online Media Partner

**Brandchannel** is an award-winning magazine dedicated to providing the world's leading online exchange about branding. Its free resources include original articles, industry expert white papers, global listings for conferences and jobs to enhance brand awareness. Learn about important issues, which affect brands now and in the future, by visiting [www.brandchannel.com](http://www.brandchannel.com)

## Monday 10th November 2010

### 0830 Morning coffee & registration

### 0900 Introduction and welcoming address by the Chairperson

#### 0915 Session One – Keynote International Presentation

##### **Analysing various sponsorship platforms to identify which platform fits your brand best : A case study of BT global sponsorships**

- Exploring sponsorship properties and how do brands link with these properties to deliver bottom line results : Experiencing with Team Ellen, a sport sponsorship platform with a strong CSR angle and Ellen MacArthur as BT's ambassador
- Activating BT's sponsorship programme to not only promote its CSR credentials and strategy but to also engage with international customers to deliver excellent ROI and ROO
- Thinking out of the box by identifying niche sponsorship properties such as the Montreux Jazz Festival which can develop creative partnerships
- Promoting BT's innovation portfolio and building further its brand overseas while engaging their top customers and developing business
- Adopting cost effective sponsorship marketing activities which are tailor-made to various audiences: Illustrating BT's sponsorship from the America's Cup to Team Ellen and also XPrize Foundation

**Nathalie Quéré** Head of Global Sponsorship  
**BT Global Services**

#### 1000 Session Two – Case Study

##### **Linking your brand objectives with sports sponsorship to build brand equity**

- Strategising brand development based on target market through the power of sports sponsorship
- Measuring the value of sports celebrities and linking them with brands in order to boost a brand's visibility, positive publicity and advertisement campaigns
- Acknowledging the inspiration that sports athletes offer to their fans and the impact they bring to people's lives
- Distinguishing the brand from competitors : Associating success with sports accomplishments

**Subhranshu Neogi** Director - Brand and Corporate communications  
**Religare Enterprises**

### 1045 Morning refreshment & networking break

#### 1115 Session Three – Expert Presentation

##### **Incorporating innovative sponsorship techniques to offer customers an unforgettable and unique experience**

- Instilling indirect marketing strategies to build brand equity in customer's mind
- Applying the 'win-win-win' concept to ensure that the third 'win', which is the sponsors target market is, fully leveraged on
- Activating a sponsorship to generate sales
- Understanding the obligations and responsibilities from a sponsorship deal and increasing its value

#### 1200 Session Four – Case Study

##### **Revolutionising your brand through arts and culture sponsorship: Investing in highly acclaimed art and cultural shows to attract premium target audience**

- Transferring positive brand association through arts and culture programmes which reflect the high quality of your brand, product or service
- Exploiting marketing and publicity channels of an acclaimed visual or performing arts property to strengthen your reputation as an arts patron
- Highlighting the advancement in arts and culture sponsorship programmes to ensure you play an essential role in sustaining a region's development
- Identifying arts and culture associations which fits with your brand to create long-term partnerships
- Shifting away from widespread sports sponsorship by painting the right picture through arts sponsorship

**Michaela Stolz-Schmitz** Vice President  
**Siemens**

### 1245 Networking luncheon

#### 1400 Session Five – Panel Discussion

##### **Debating the value of a sponsorship deal: Are sponsors paying the right amount for sponsorships?**

- Reviewing whether right holders are only looking for short-term commercial deals for financial gains
- Justifying a detailed breakdown of the sponsorship deal with right holder to ensure sponsorship fee is accurate
- Making sure that a sponsorship is not simply being sold to you by listing down 5 essential questions for consideration

Panelists:

**Adrian Lim** Managing Director  
**Sony Music**

**Jason Lo** Chief Executive Officer  
**Tune Talk**

#### 1445 Session Six – Case Study

##### **Building the global Tuborg beer brand by defining a clear brand strategy activated through music sponsorship – A Carlsberg Brewery Group case study**

- Buying the rights to have Tuborg brand associated with big international music festivals
- Working and building strategic partnership with some of the biggest music suppliers in the world such as Live Nation
- Attracting global artists for Tuborg Green Fest (a one day festival operating across markets) such as Metallica, Red Hot Chili Peppers, Pink, Linkin Park, Franz Ferdinand, Garbage, Fat Boy Slim, Foo Fighters
- How Tuborg's involvement in music sponsorship led to product placement in music videos with some of the hottest artists in the world
- Developing great content in connection with product placement to activate all Tuborg's music content so it drive sales and profits

**Helle Muller Petersen** Marketing Development Director  
**Carlsberg**

### 1530 Afternoon refreshment & networking break

#### 1600 Session Seven – Case Study

##### **Traditional marketing vs sponsorship marketing: Which one fits your brand best ?**

- Traditional Above-the-line (ATL) vs. Sponsorship: Determining whether your brand is fit for traditional or non-traditional marketing media to ensure maximum effectiveness
- Adopting cost effective sponsorship for brands with limited marketing budgets to market to a more 'refined' audience to optimise business results
- Avoiding the pit falls of being 'disruptive and visible' vs. 'fitting but unnoticeable' in sponsorship
- Increasing brand credibility via sponsoring the Dermatologists 'Skin Care Awareness Day' with Sara Lee's baby care & personal care brand in Italy
- Breathing life into long term partnerships through fresh thinking by ensuring your brand mission is aligned with the sponsorship

**Mario Salvatori** Vice President, Marketing Global Categories  
**Sara Lee**

#### 1645 Session Eight – Case Study

##### **Sponsoring world-class events to activate your brand for less than you think**

- Linking your brand culture with the 2010 FIFA World Cup, Barclays Premier League and Lotus F1 association to maximise sponsorship value and gain long term profits
- Building credibility by being associated to a particular event entity
- Implementing innovative developments for more exposure while providing viewers an optimal and dynamic viewing experience
- Analysing the key changes of Asia's event industry in the next 5 years and what does the future holds
- Stimulating creative thinking around leveraging sponsorship properties

**Michael Chan** General Manager – Marketing Consumer Business Division  
**Maxis**

### 1730 Closing remarks & end of Day One

## Tuesday 11th November 2010

### 0830 Morning coffee & registration

### 0900 Introduction and welcoming address by the Chairperson

### 0915 Session One – Case Study

#### Determining the right strategy and activation against consumer passion points using music sponsorship – A case study of Coca Cola's music sponsorship

- Proposing a model to identify the objective, role of communication and strategy based on the brand's market reality for a successful global outreach
- Providing tools for content and connection planning
- Leveraging on consumer passion points by applying a clear Alignment Planning Model
- Measuring sponsorship inputs and outputs in order to benchmark your progress

**Leonardo O'Grady** Director, Sparkling Activation Platforms  
**Coca-Cola Pacific Group**

### 1000 Session Two – Expert Presentation

#### Weighing the value proposition a sponsorship package has to offer before negotiating

- Exploring the assets owned by right holders to determine value of sponsorship to negotiate effectively
- Getting the best out of negotiation in a sponsorship deal by offering the right holder the option of utilising your company's products and services
- Crafting the perfect pitch to negotiate effectively
- Attracting right holders of your interest in sponsoring their events to ensure that you are in negotiation with various right holders which gives you additional negotiation power

**Stuart Cameron** VP Regional Sponsorships  
**MasterCard Worldwide**

### 1045 Morning refreshment & networking break

### 1115 Session Three – Expert Presentation

#### Unlocking the potential of B2B partnerships for organisational growth

- Increasing business revenue and outreach by promoting your services to various business partners in sponsorship
- Showcasing organisational capabilities to a global audience
- Accomplishing shared goals and objectives between partners for financial stability
- Communicating the benefits from the coalition for all partners

**Anita Azrina Abdul Aziz** General Manager  
**Petronas Motorsports**

### 1200 Session Four – Case Study

#### Capitalising on Return on Investment (ROI) via CSR sponsorship to drive positive image transfer in target audiences mind

- Avoiding common pitfalls in CSR sponsorship: Writing cheques isn't enough to achieve sponsorship objectives
- Leveraging from community engagement to change people's perceptions and behaviours around your brand
- Increasing corporate value by ensuring that sponsorship isn't solely for branding awareness but to learn new processes and methods
- Growing demands for corporate charity sponsorship: Selecting the right charity which is aligned with your company objectives

**Ravindran Raman Kutty** Head of Corporate Communications  
**Northport**

### 1245 Networking luncheon

### 1400 Half-day course

#### Evaluating and measuring what matters most: The ROI of a sponsorship deal

This half-day course is designed for decision makers to develop a detailed sponsorship evaluation analysis in order to avoid the practice of evaluating sponsorships through 'gut feeling' and spending without financial justification.

#### Module One

##### Evaluating and measuring the sponsorship portfolio results against objectives to obtain ROI

- Discovering methods to evaluate one investment against another
- Setting measurable sponsorship objectives to evaluate your success in reaching desired consumers
- Exploring the role of market research: Qualitative and quantitative research
- Developing a measurement programme to efficiently and reliably analyse your ROI

**Case study:** Evaluating a music sponsorship event in Taiwan

#### Module Two

##### Exploring the evaluation of different types of sponsorships

- Measuring sports sponsorship, broadcast sponsorship, cause-related, events and naming rights sponsorships.
- Understanding sponsorship theory and how it impacts consumer behavior
- Discussing the pro and cons of sponsorship: Is sponsorship right for you?
- Adopting thorough and detailed planning to avoid choosing the wrong sponsorship

**Case study:** Naming rights sponsorship vs. broadcast sponsorship in Thailand

#### Module Three

##### Exploring Sponsorship Measurement Issues

- Pre-testing sponsorships to avoid problems in the future
- Measuring the sponsorship impact on sales and financial ROI
- Measuring sponsorship in the context of business-to-business marketing

**Case study:** A golf sponsorship for the business-to-business segment : Evaluating the impact on corporate decision-making

Your facilitator:

**Nicholas Cameron** CEO  
**SponsorMap**

*Nicholas is the developer of a consumer based research methodology called SponsorMap that has been used in more than 26 countries across the globe to measure sponsorship effectiveness for many of the globes leading sponsors. He runs monthly webinars for the sponsorship industry on measuring sponsorship ROI.*

\* Afternoon refreshment & networking break will take place at 1530

### 1730 Closing remarks & close of Day Two

#### Professional In-House Courses

If you have a number of delegates with similar event needs, then you may wish to consider having a professional in-house course delivered locally on-site. Course can be tailored to specific requirements.

For further details, please use the contact information given on the last page of this brochure.

**marcus evans** would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.