



Maximizing Sponsorship

Moderator



Matthew Wales
VP, Membership & Events
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Panelist



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Director of Events
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Panelist



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Poll Question



- Which of the following MOST closely describes your current occupation?
 - A. Meetings & Events Planner/Professional
 - B. Supplier Professional
 - C. Third Party/Services Provider Professional
 - D. Student/Faculty

Poll Question



- How much time do I currently devote each month to sponsor recruitment and retention efforts?
 - A. 1-10 Hours
 - B. 11-20 Hours
 - C. More than 20 Hours
 - D. None at All



Panel Discussion: Successful Practices in Sponsorship

Table Talk



- For the next 5 minutes, discuss in your own groups:
 - 1) What tactics are you currently using to successfully increase sponsorship revenue?
 - 2) With whom are you partnering (both internally and externally) to achieve this success?

Poll Question



- How are you demonstrating ROI and overall value to your potential sponsors?
 - A. Providing Attendee Demographics
 - B. Showcasing Success Stories and Testimonials
 - C. Highlighting Social Media, Web Traffic, and Other Engagement Metrics
 - D. All of the Above
 - E. None of the Above



Panel Discussion: Establishing Sponsorship ROI and Increasing Value

Table Talk



- For the next 5 minutes, discuss in your own groups:
 - 1) How are you conveying the ROI of your sponsorship opportunities?
 - 2) What am I not currently doing that might increase the value of our sponsorships?



Panel Discussion: Recruiting and Retaining Sponsorships



Final Thoughts and Questions