



## End-User Education Analysis

In my many discussions with various distributors, there has been an overwhelming paranoia regarding educating end-users. “Oh, they’ll take the information and go to my competition...” or “...they wouldn’t come to that...”; but guess that you will never know until you give it a bash. I am being hired more and more to do aggressive education for distributor’s clients; it is not done in a way that is self-serving for the distributor company, rather it is totally informational and further strengthens and validates your relationship with those clients. And believe it or not, by educating the client in the way you want THEM educated about our industry it keeps the competition out.

Things to consider and remember when developing an education event.

- **Develop a theme:**
  - E.g. - Baltimore’s Creative Marketing Summit sponsored by ABC Marketing.
- **Desired message**
  - You are invited to a “One of a kind...”; “First in the area...” marketing and business summit that is guaranteed to increase sales, promote your brand more effectively and generate more business for you and...
- **Secure Speaker**
  - There are many speakers that are available; their rates vary as do their talents. Look for someone who has energy, knowledge, and passion and one that delivers more than just theory; this individual is a representation of YOU and your company...choose well.
- **Venue**
  - Venue selection is critical. Make sure that it is centrally located and easily accessible to a major highway with easy in and out capabilities. FREE parking is always a plus; your attendees will be ticked if they must pay for their parking so be sure to add it to the list if there is a requirement for that. Consider, small venues at hotels, movie theatres, small convention sites etc. Inquire in advance of slowest times of year, this way you may get a better price.
- **Time of day**
  - I have found that right after lunch works great, say from 1:00 PM to 3:00 PM. Thursdays seem to be a great day.
- **Pre-event sales and marketing**
  - As is with anything, if the effort you put forth on the front end is lacking, that will absolutely carry through the entire event. If you are going to do it, take control and do it right, the benefits are tremendous.
- **Food and/or refreshments**
  - Keep it simple...see below.

- **Gifts**
  - Consider having a custom piece developed as an invitation. Remember to look at the costs of packaging, delivery, products. Also look to have a nice gift at the end that ties the entire theme together.
- **Evaluations**
  - Imperative to have your attendees fill out an evaluation, ask good questions that get to the speaker's ability, would they come back, would they recommend to the summit to a colleague? etc.
- **Post-event sales and marketing**
  - An excellent follow-up strategy is critical; afterwards, send another marketing piece that ties the whole program together. Include follow-calls and setting appointments. INVOLVE YOUR SALESPEOPLE!!!!
- **Develop a Budget.**
  - The information below should give you some basic guidelines on setting up a great event and budgeting it correctly.

#### **Side Considerations**

- Co-op'ing the event with a vendor or non-competing business
- Having your clients come for free and the general business public (potential clients) come on a fee paid basis and have it rebated if they place an order of \$1,000.00 or more within the first 60 days after the event.

## Budget Analysis

- **Venue cost** ..... \$ \_\_\_\_\_

You can look to various venues that could facilitate a crowd, in some cases you can actually rent a movie theatre during the day at off peak times very reasonable. Make sure that it has free parking or decide to have the parking comp'd or be willing to pick up that charge.
- **Marketing** ..... \$ \_\_\_\_\_

You must market the event effectively if you hope to have a reasonable crowd. Include all mailing costs, pre-production costs, collateral material, and print ad development and costs.

  - **Ad development** ..... \$ \_\_\_\_\_

If you choose to place an ad in the local business journal or local newspaper or Chamber of Commerce newsletter.

  - **Ad placement** ..... \$ \_\_\_\_\_

If you have your clients on an opt-in e-mail newsletter or eblast like Constant Contact® figure sending strategic e-blasts to promote the event.

  - **Print collateral development** ..... \$ \_\_\_\_\_

Designer costs, even if you do it or your in-house designer makes the art. associate a cost to figure the measurement in the end.

  - **Print collateral** ..... \$ \_\_\_\_\_

These are obviously the costs to have the brochures, evaluations etc. printed.

  - **Invitation development** ..... \$ \_\_\_\_\_

I recommended doing a creative marketing piece, your goal is to show the of your medium in motion. Go for it! – MAKE A MARK!

  - **Printing of invites** ..... \$ \_\_\_\_\_

These are obviously the costs to have the brochures, evaluations etc. printed. This may seem redundant but in some cases, both are done and in some cases it only makes sense to create invites only.

  - **Postage of invites** ..... \$ \_\_\_\_\_

It is getting expensive to mail so make sure you are aware of what your creating and watch those dollars. If you hand deliver, consider what it. costs per hour to have those delivered...write it down.

  - **Pre-education telemarketing** \_\_\_\_ hrs x \$ \_\_\_\_\_ hr ..... \$ \_\_\_\_\_

These are real dollars, calculate the time (hrs) x dollar rate (\$) and place into the equation.

  - **Post-education follow-up** \_\_\_\_ hrs x \$ \_\_\_\_\_ hr ..... \$ \_\_\_\_\_

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  - **Promotional products & packaging**..... \$ \_\_\_\_\_

Check with your preferred vendors and explain what you will be doing, ask if they offer a special pricing structure for such promotions, often, as long as you do not go overboard, they are happy to assist you with products.
- **Food (projected)** ..... # \_\_\_\_\_ guests x \$ \_\_\_\_\_ ea. \$ \_\_\_\_\_

If you are having a breakfast meeting keep it simple, most people have already eaten, Water, coffee tea selection and light pastries generally work well. I also recommend not. having a lunch, have light snacks, cookies and brownies, water, sodas, tea, and coffee. If you choose to have a lunch, keep it simple, nothing extravagant, they are there to learn not. nosh.
- **Beverages** ..... # \_\_\_\_\_ guests x \$ \_\_\_\_\_ ea. .... \$ \_\_\_\_\_

Keep it simple, as mentioned above, water, sodas, hot tea, cold tea, coffee. Avoid cocktails, beer and wine – you need to be mindful of your client's safety.
- **Speaker Fee** ..... \$ \_\_\_\_\_

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- TOTAL \$ \_\_\_\_\_

## Budget Analysis Calculating Value

What is a client worth to you? What is it worth for you to get into the mind of your client and feed them information that will make it better for you and make it easier for you to sell to your client and help them achieve their objectives? It is priceless!

Let us do an example, assuming you have 45 of your clients come to a "Strategic Marketing Conference" sponsored by your company.... (You have invited 100)

• Venue cost	\$	1,200.00
• Marketing		
o Ad development	\$	100.00
o Ad placement	\$	250.00
o Print collateral development	\$	100.00
o Print collateral	\$	230.00
o Invitation development	\$	100.00
o Printing of invites	\$	150.00
o Postage of invites	\$	42.00
o Pre-education telemarketing 10 hrs. x \$ 12.00 hr.	\$	120.00
o Post-education follow-up 10 hrs. x \$ 12.00 hr.	\$	120.00
o Promotional products & packaging 42 kits x 8.00 each	\$	360.00
• Food (projected) # 45 guests x \$ 15.00 ea.	\$	675.00
• Beverages # 45 guests x \$ 6.00 ea.	\$	270.00
• Speaker Fee	\$	1,500.00
• Speaker expenses: airfare hotel, meals	\$	600.00
TOTAL	\$	5,817.00

### Calculations

\$5,817.00 divided by 45 attendees = \$129.26 per person

Figure what your top clients spend with you a year, now you can assess whether it is worth the investment. When doing the math, you can certainly alter/massage these numbers by deleting or adjusting the numbers more folks/prospects the lower the cost each. Do note that certain numbers will increase (example, if all attended the price would be roughly \$74.12 each.

For further information or for booking an event with Cliff, please contact him via email at [cliff@cquicksell.com](mailto:cliff@cquicksell.com) or via his cell at 301-717-0615.

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