

Reaching Your Audience Through Events: Federal Event Marketing

April 2019



Webinar Speakers

Moderator:

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President
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What You'll Learn



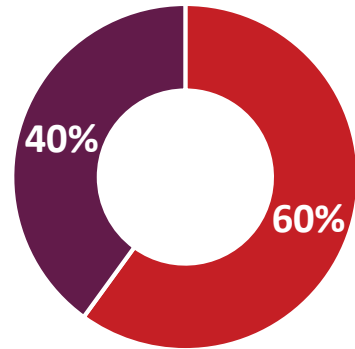
- **Popularity of certain types of events**
- **Topics of greatest interest**
- **Barriers to event attendance**
- **Preferred timing and length of events**
- **Event strategy challenges faced by public sector marketers**



| Background

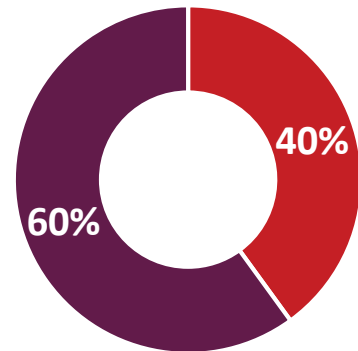
Who We Surveyed

Agency Type



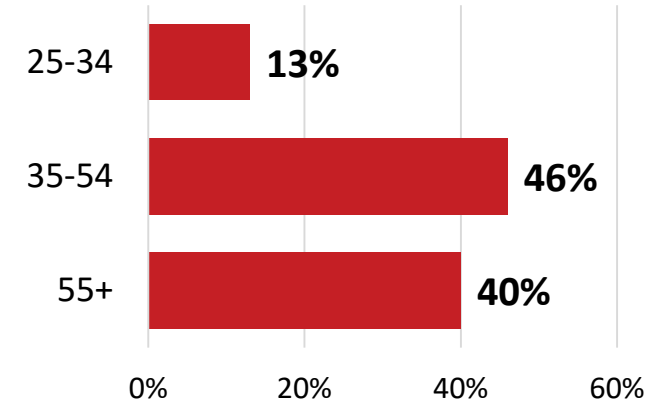
■ Defense or military ■ Federal civilian or independent

Location

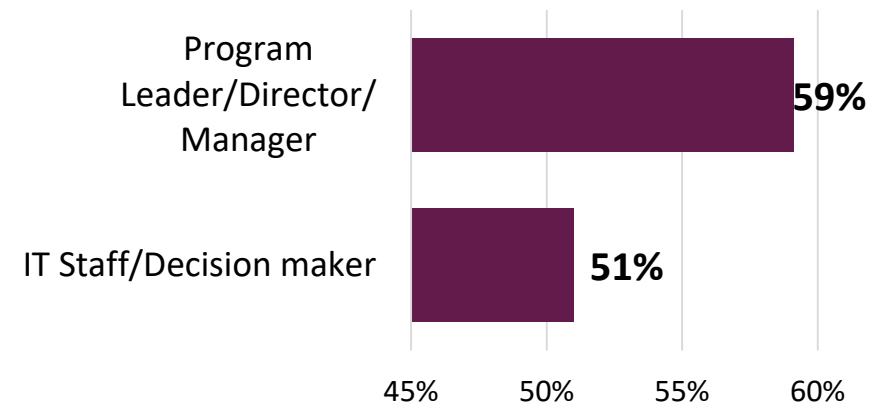



■ DC
■ Outside DC

Age



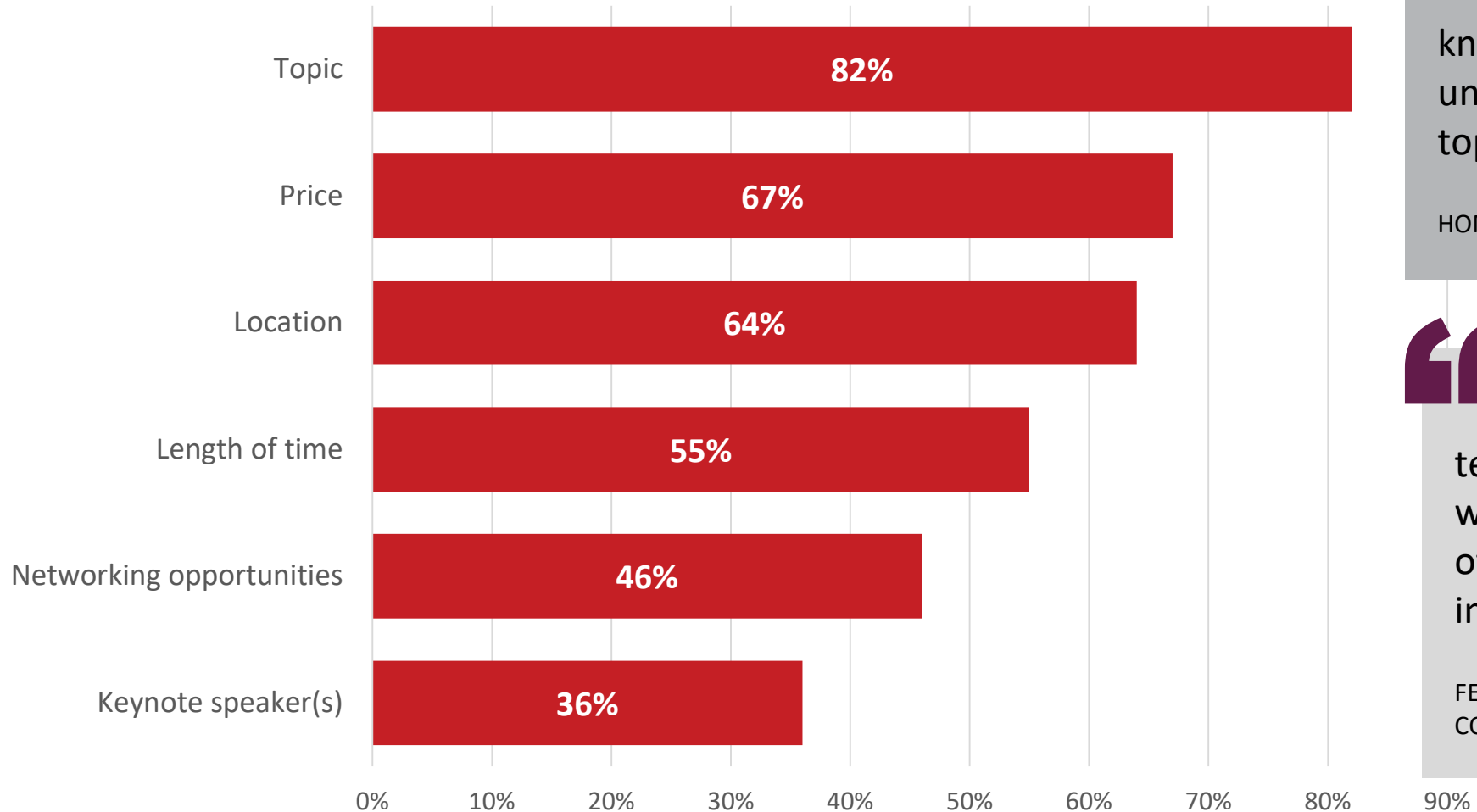
Role





| Why do they
attend?

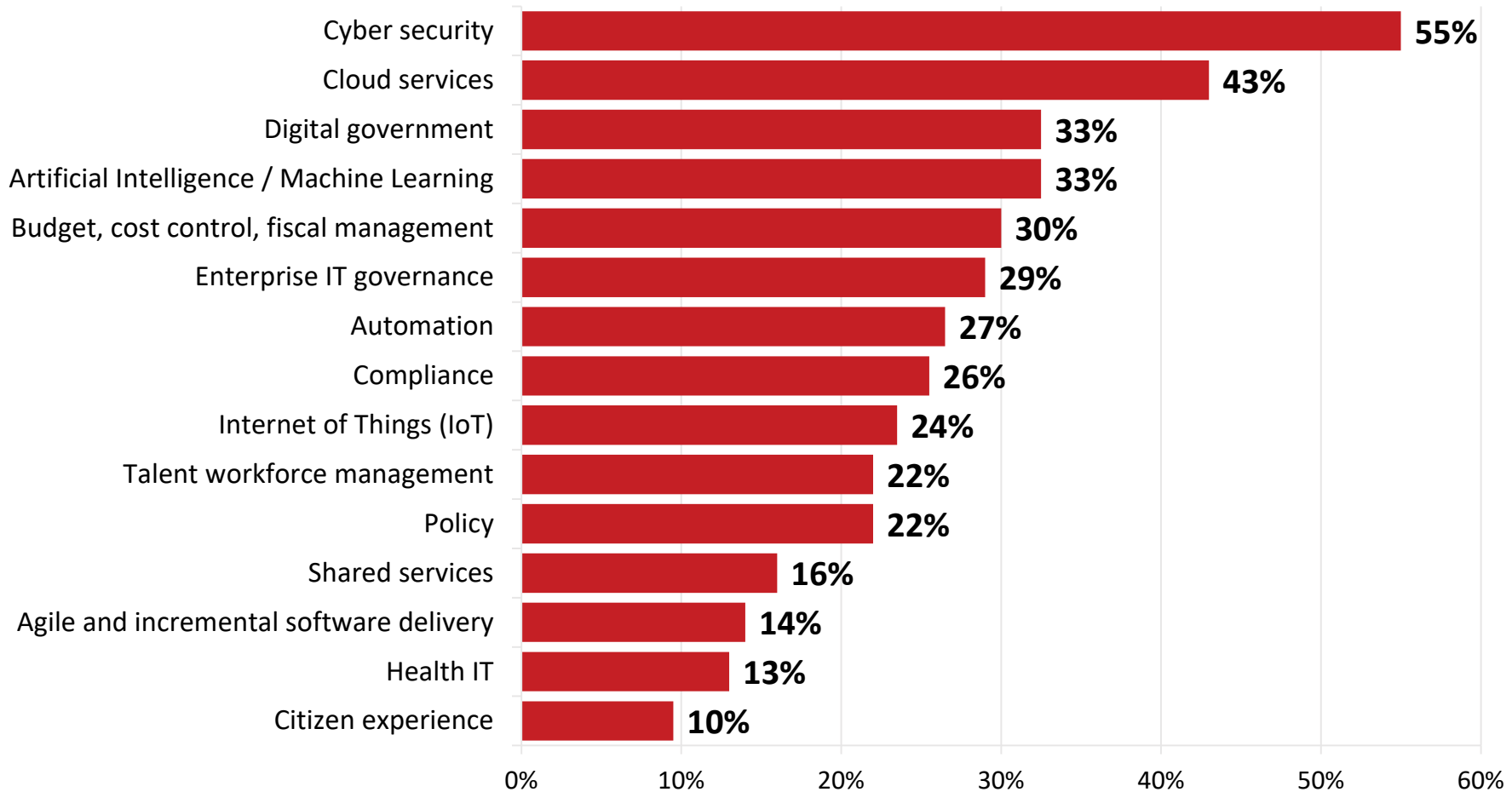
Consider Your Topic To Drive Attendance



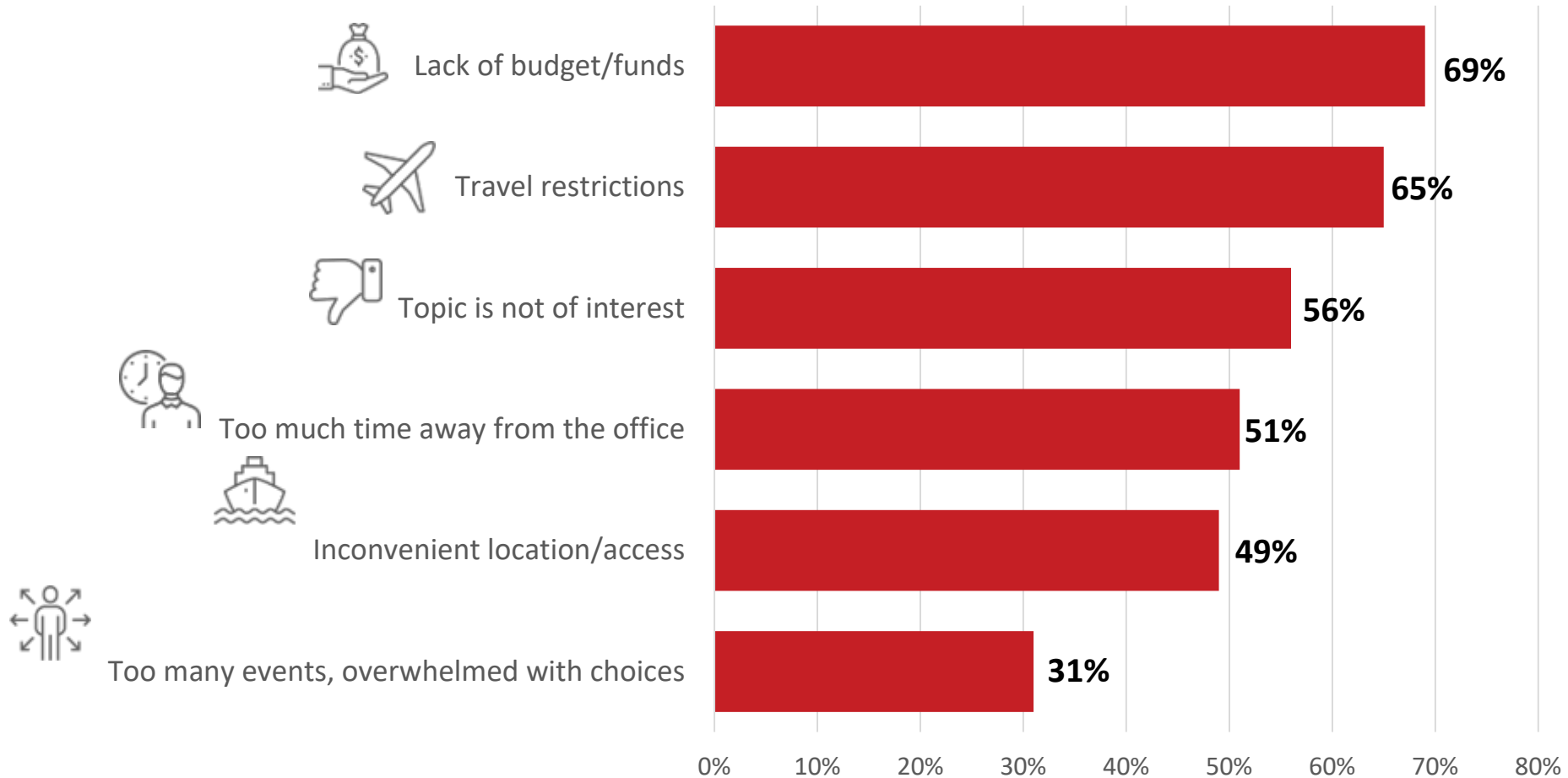
“ Expand my knowledge and understanding of the topic.
HOMELAND SECURITY


“ Learn about technology , meet with vendors , meet other IT people, interesting topic.
FEDERAL MEDIATION & CONCILIATION SERVICE (FMCS)

Cyber security and Cloud Services Garner Most Interest



Budget and Travel Restrictions Are Top Barriers

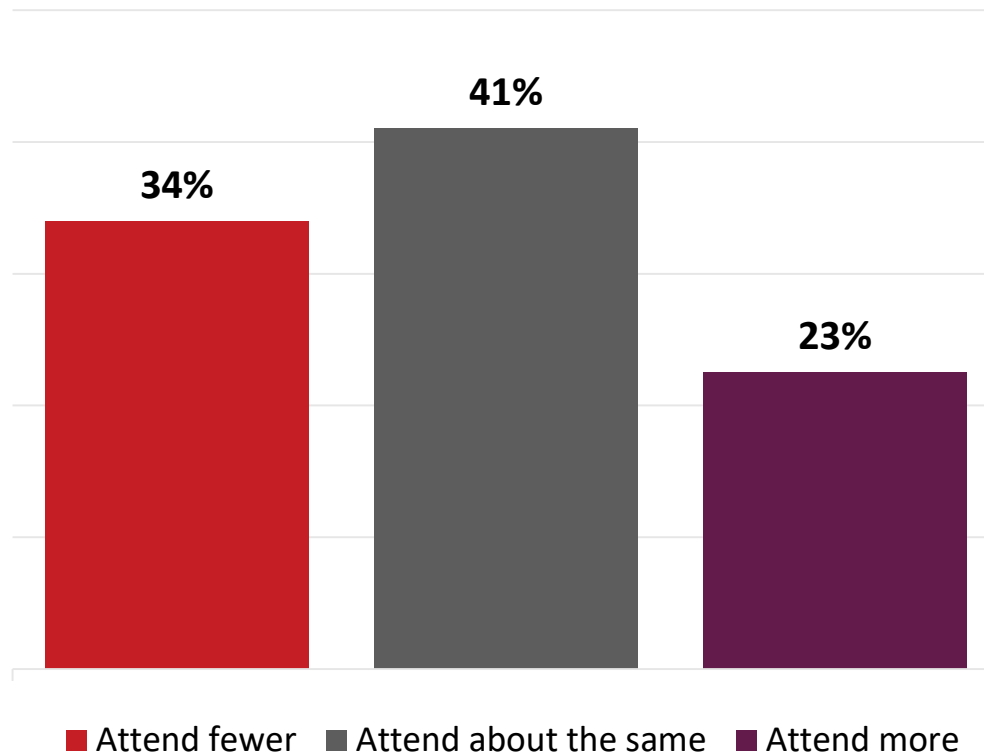




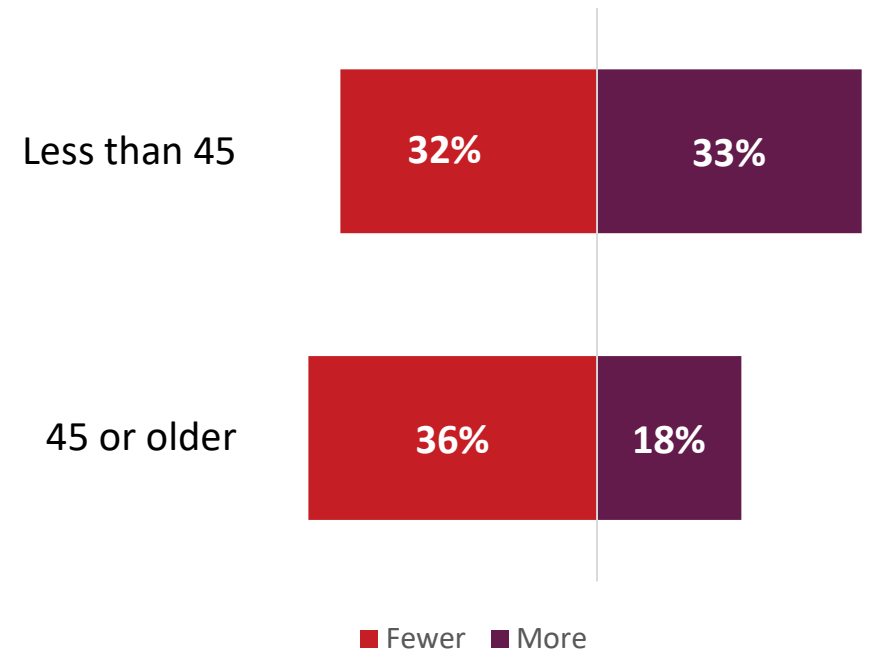
| How and when do they plan?

Majority Will Attend Same Amount With Those Under 45 More Likely to Attend More

Plans to Attend: Last Year vs. This Year

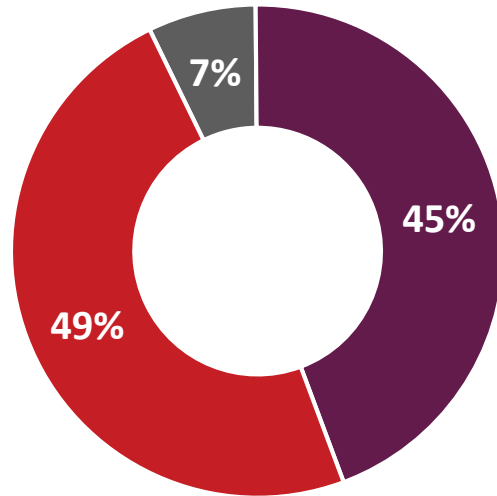


Plans to Attend: Last Year vs. This Year
BY AGE



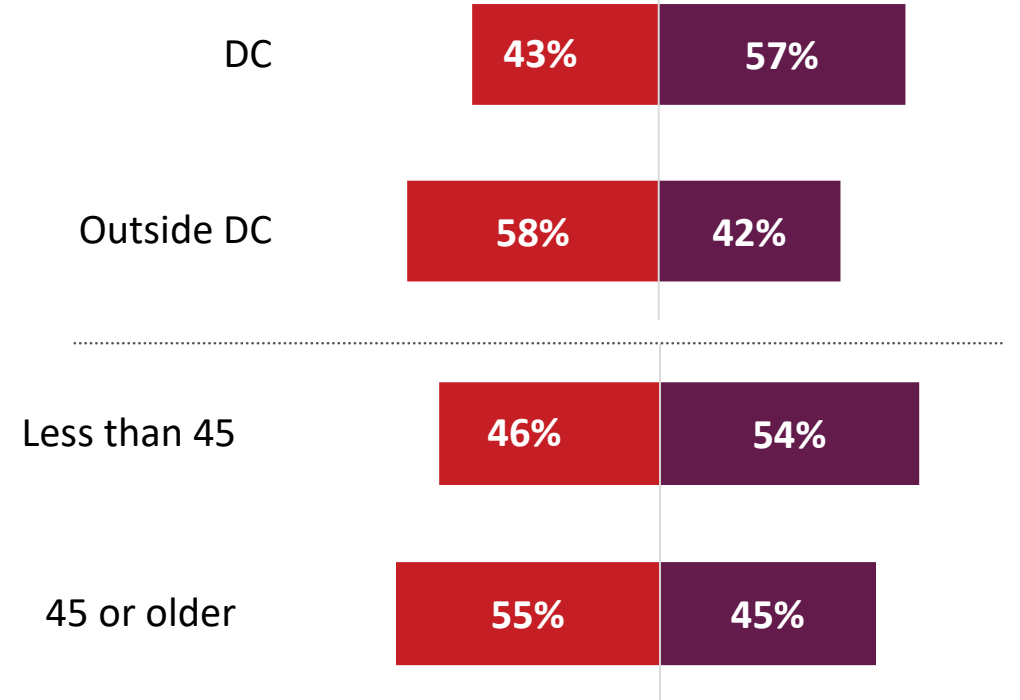
Nearly Half Willing To Try New Events, Those in DC and Under 45 More Likely

Attending Same Events vs. Trying New Events




- Do not attend events
- Try new events each year
- Generally attend the same events every year

Attending Same Events vs. Trying New Events
BY LOCATION & BY AGE



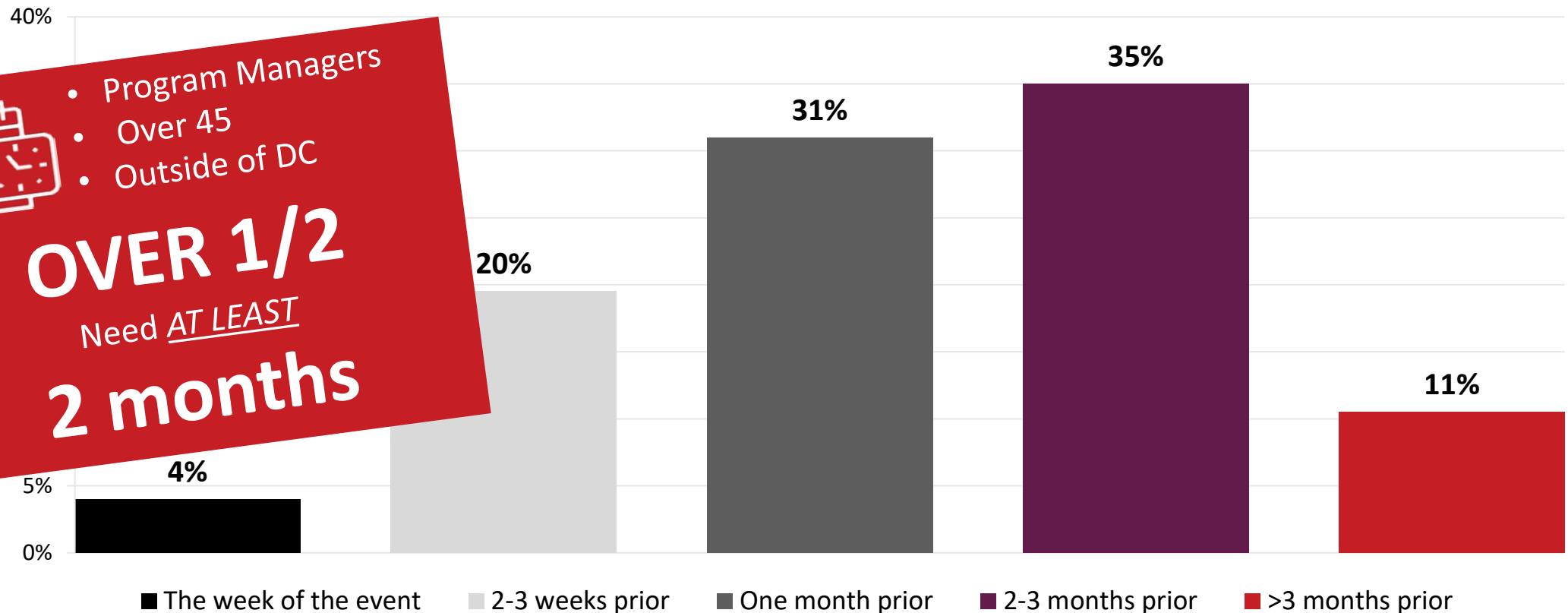
- Generally attend the same events every year
- Try new events each year



Poll Question #1
How far ahead do you
start marketing events?

One to Three Months of Advance Notice is Ideal

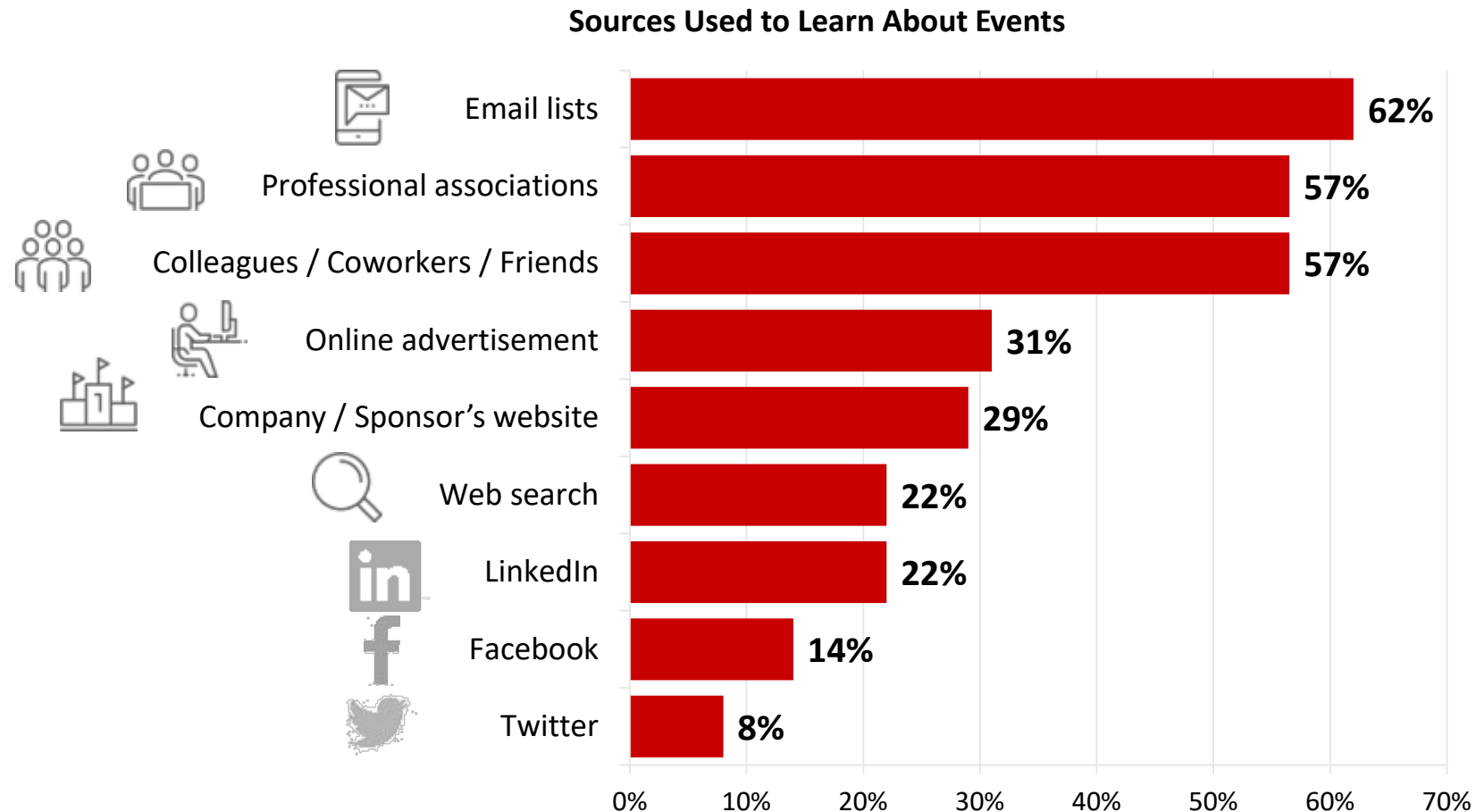
Event Attendance Planning



• Program Managers
• Over 45
• Outside of DC

OVER 1/2
Need AT LEAST
2 months

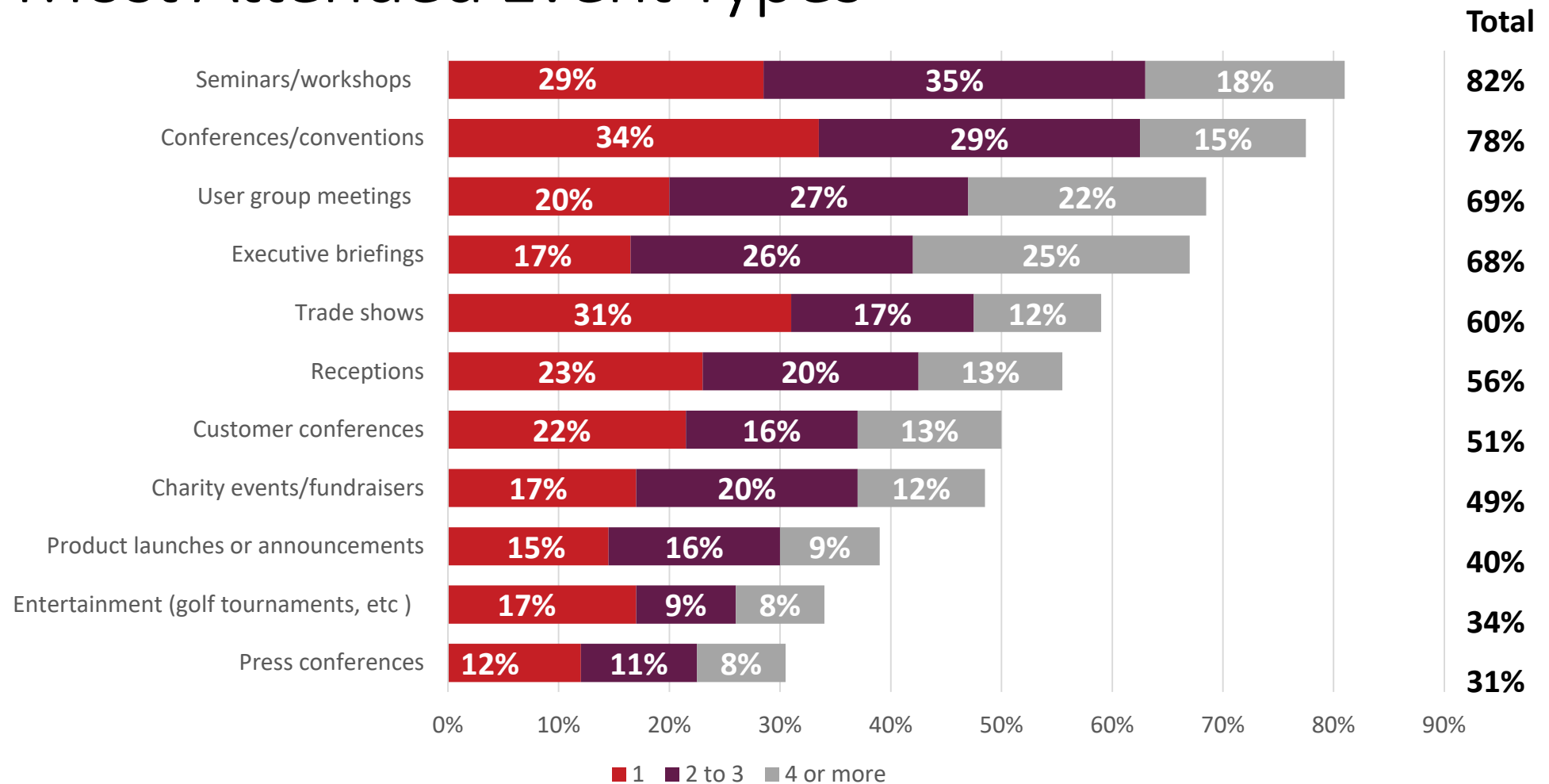
Use Email, Professional Associations and Colleagues to Help Inform Your Audiences About Events



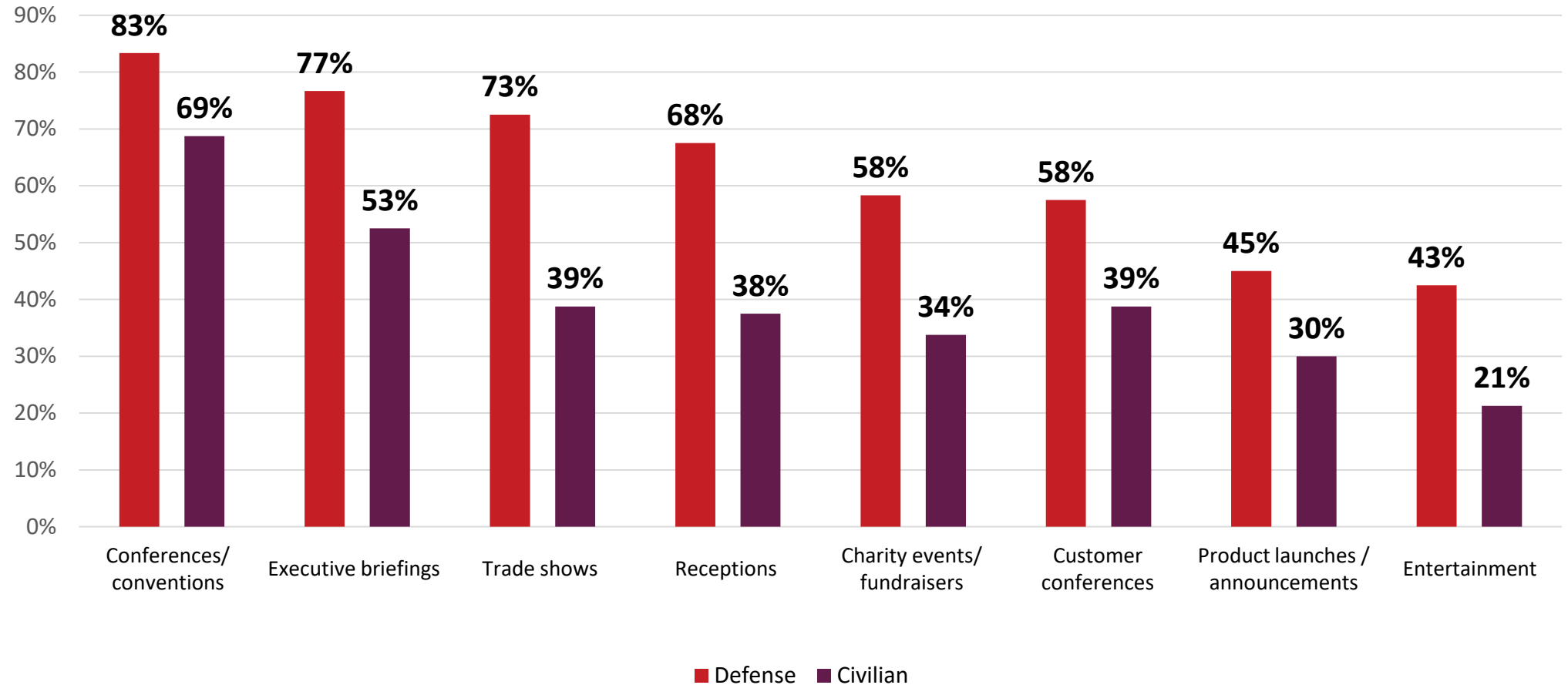


| What events do
they attend?

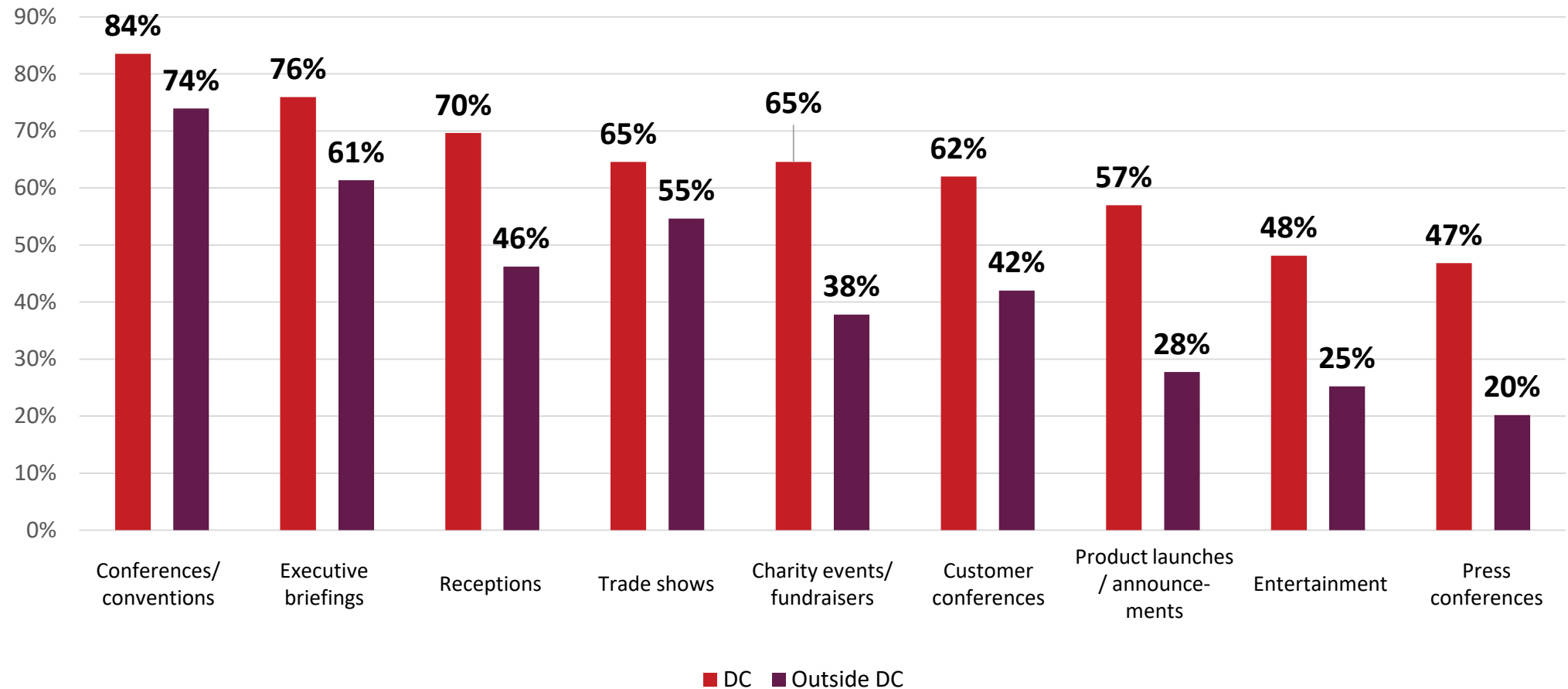
Seminars/workshops & Conferences/Conventions Most Attended Event Types



Defense Agencies More Likely To Attend Different Types of Events

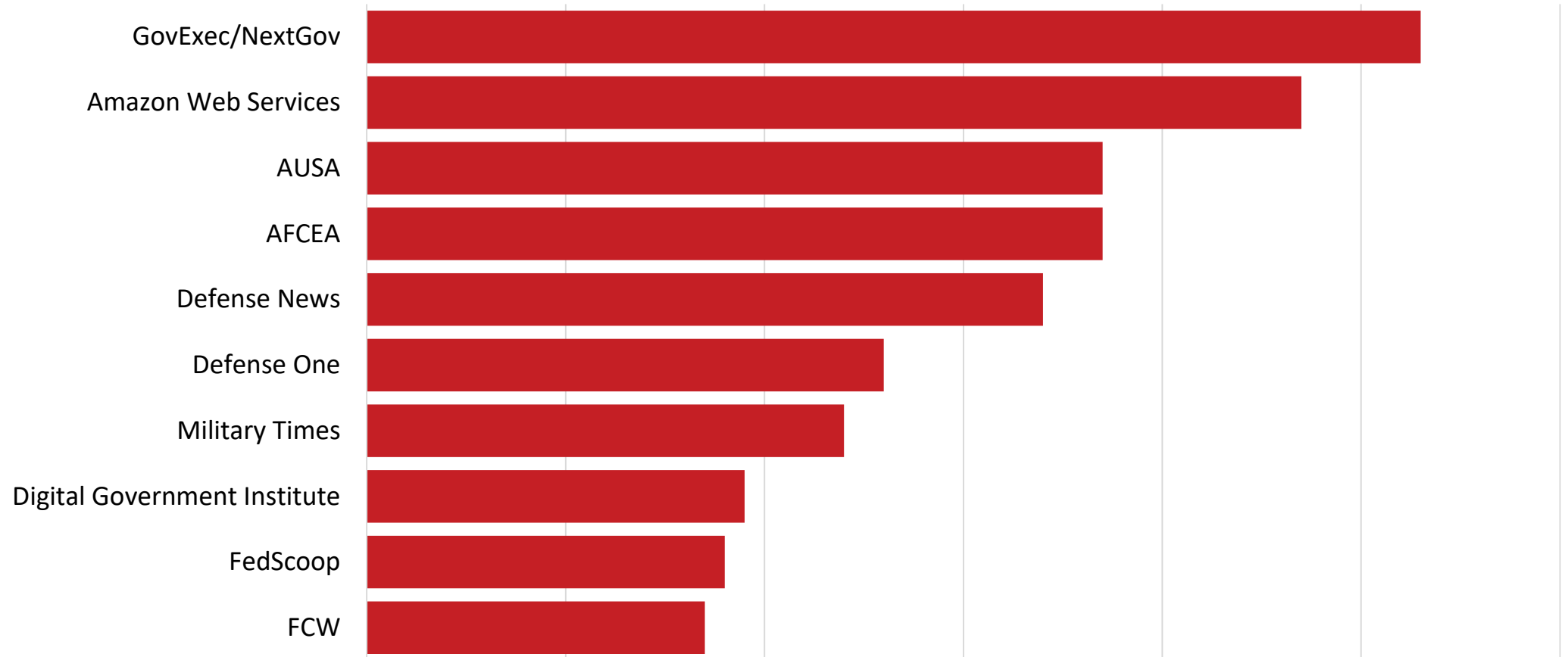


Those in DC More Likely To Attend More Types of Events Than Those in the Field



Top Ten Events Listed by Respondents

In the past 12 months, which of the following organizations' events do you recall attending?





Fireside Chat with
Government
Marketing University

Highlights



EVENTS DOMINATE MARKETING DOLLARS & TIME

- A majority of marketers around the table agreed event marketing took the largest chunk of their budget and time



Highlights




PURPOSE OF EVENTS

Generate
Leads

Accelerate
Pipeline

Customer
Engagement

Thought
Leadership



Pol | Poll Question #2
Where do webinars fall
in your strategy?

Highlights



WEBINARS ARE NOT CONSIDERED EVENTS

- Majority of focus group participants did not consider webinars part of their event strategy, rather listing it under their digital marketing activities



Highlights



COLLABORATION OF SALES AND MARKETING TEAMS IS VITAL TO SUCCESS

- Pre-event
 - Making the argument for attendance
 - Understanding goals
 - Buy-in from management
- During event
 - Participation
 - Meetings
- Post-event
 - Follow-up
 - Tracking for ROI





Final Thoughts



Marketing
Resources

Market Connections Federal Central

Support for your strategic marketing and communications.

Federal Central provides key insights and data to support businesses of all sizes with their federal market strategy. Whether you are looking to access the Federal Media & Marketing dashboard, download additional studies, reports and PulsePolls™ of the federal market or looking for the latest news and trends, this one-stop hub provides you everything you need to hone in on this unique audience.

Watch the Dashboard Demonstration

[WATCH VIDEO](#)



Access to the market's most comprehensive and up-to-date data on the media & marketing habits of federal employees across the country. Login required.

Test Drive the Dashboard

[ACCESS NOW](#)



Check out Market Connections' surveys, studies and PulsePolls™ around trending topics in the federal market and the contractors who serve them.

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content
marketing
review: **2019**



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JOIN US!

Thursday, May 9

8:30-11:30 AM EDT

Center for Education at Wolf Trap
Vienna, VA

TO REGISTER:

<https://marketconnections2019CMR.Eventbrite.com>



www.thegainconference.com

Early bird pricing thru June 30th



GMarkU Learning Corner

7 Insider Tips to Improve Your Procurement Engagements With Federal Agencies

As discussed on Government Marketing University's Market Chat radio show, "Best practices for promoting a more robust dialogue with public affairs officers" (Episode 4), on Federal News Radio. Program guests:

- **John Buschei**, Chief Procurement Officer, U.S. Department of Homeland Security
- **Emily Year**, Deputy Director, Government and Aging Director, Office of Information Programs, General Services Administration
- **Andrea Chen**, Deputy Program Manager, ITDP Solutions for Enterprise-Wide Procurement, NGA

- 1. Know your agency as your best friend.**
- 2. Don't portray federal employees or content in a way that suggests explicit endorsement, implied endorsement, or preferential treatment of a company, product or service.**
- 3. When it comes to press releases, stick to the facts.**

4. Target your message to the appropriate level.

5. Make sure you understand the appropriate level of communication.

6. Know your audience.

7. Know your audience.

Government Marketing University logo and social media icons at the bottom.

7 Insider Tips for Engaging with Chief Procurement Officers

9 Insider Tips For Engaging With Federal Public Affairs Officers (PAOs)

As discussed on Government Marketing University's Market Chat radio show, "Best practices for promoting a more robust dialogue with public affairs officers" (Episode 4), on Federal News Radio. Program guests:

- **John Buschei**, Chief of Congressional Affairs and Strategic Communications Division, Program Executive Office Enterprise Information Systems (PEO-EIS), U.S. Army
- **Emily Year**, Chief of Strategic Communications Office, Defense Information Systems Agency (DISA)
- **Madeline Santiago**, Trademark and Licensing Program Manager, Office of General Counsel, U.S. Navy
- **Chris O'Neil**, President-Elect, National Association of Government Communicators (NAGC) and Chief, Media Relations Division, Office of Safety Recommendations and Communications, National Transportation Safety Board (NTSB)

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9 Insider Tips for Engaging with Federal Public Affairs Officers

10 Insider Tips on How to Market to a Federal CIO

As discussed on Government Marketing University's "Market Chat" Radio Show, Episode 2

- 1. Know your customer (and who on their team you're talking to).**
- 2. Target your message to the appropriate level.**
- 3. Know your audience.**
- 4. Tailor your message to the agency.**
- 5. Make sure you understand the appropriate level of communication.**
- 6. Know your audience.**
- 7. Know your audience.**
- 8. Know your audience.**
- 9. Know your audience.**
- 10. Know your audience.**

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10 Insider Tips on How to Market to a Federal CIO

NEW GMarkU Website coming in May 2019!



| Survey

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