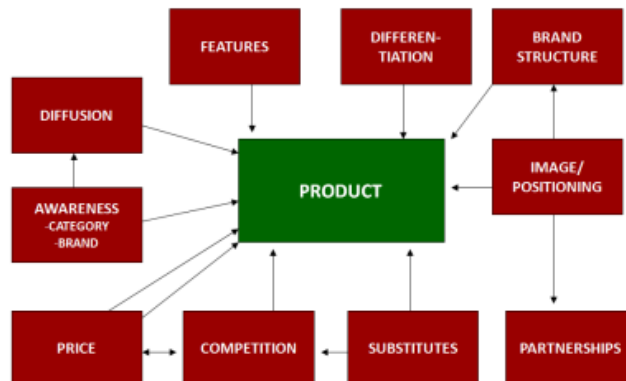


4 P's as marketing tools

Product:

This marketing instrument concerns everything your conference offers. How can you make the conference itself appropriate and attractive for your target audience? What is the programme of the conference (this includes talks and presentations but also excursions and the whole “event package”)?

- Decide on and state clearly the USPs of your event (see more to USP in the appendix).
- Get out the call for papers right after our approval (1, 5–1 years before the conference).
- State and advertise the deadline for submission. (The more you promote the submission process and its deadline, the more input you get and this leads to a bigger pool of papers for you to choose from. This should also be around 18 months before your conference).
- Acknowledge the receipt of all abstracts.
- Tell the authors until when they will get informed about the acceptance / rejection of their paper (6 months before the conference).
- Ensure that the authors know about a possible publication of their papers in one of the IWA Publishing journals.
- Decide on the program and publish it on your website and in a printed version (6 months before the conference).
- Ensure that your presenters and authors are well informed about their slot in the programme (date, time, location).
- The presenters should have a good command of the conference language in order to present well and to answer sufficiently to upcoming questions.



Price:

This marketing instrument deals with the cost of attending, considering your different target groups (distinguish between IWA members, non-members, students, low / high income countries).

- Get out the call for registration as early as possible (at least 6 months before the conference).
- Publish the deadline for early registration clearly and promote it highly (it is a huge advantage for you to have a lot of early bird registrations, this makes planning and budgeting a lot easier for you. The deadline is around 2-3 months before your conference).
- Consider the IWA fee and different prices for IWA members and non-members (see the “Membership Marketing for Conference Organisers” document).
- Include the possibility for delegates to become a member of the IWA while registering to the conference or the IWA membership banner.

Place / Convenience:

Make it for your visitors, presenters, but also authors as easy to attend the conference as possible. But also ensure that you are using the right venue for your target audience.

- Is your venue really appropriate for your conference?
- Is there a good overview (map) of the venue?
- Consider the number of your target audience and the room space and try to match it properly.
- Give precise information on how to get to the venue.
- Give details on public transportations, but also on the parking situation.
- A map is very helpful.
- Think of delegates who might be in the country for the first time and don't speak the language, so help them to find their way around as easy as possible.

You might also give your delegates some information about local customs, the weather, regional distinctions, bank/money facilities, etc.

Just think of yourself as being a foreigner and all the information you would be glad to be given.

Promotion:

As already said before, the IWA will give some publicity to your event (by publishing the conference on the IWA website, inform our members, promote the event in the news update and through our magazine, using the various IWA media channels).

Despite all the promotion you get through the IWA you still have to become active yourself. So please also advertise your conference and think of other networks you can reach. Also address your promotion to local possible delegates who might be more willing to join your conference.

In communicating your conference always keep the key message in mind: who is the event aimed at, what is its specialty, why should your target group attend, what is the date and venue?

Please also note that sponsors and exhibitors are a very effective way to get more publicity for your conference and an additional income. It is not the responsibility of the IWA to find sponsors for your event, so please be aware of the recruitment of sponsors and exhibitors.

As already stated in the “Membership Marketing for Conference Organisers” document, please also include the IWA banners on your website, in your event registration brochure, in the conference programme and advertise the possibility to become an IWA Member actively. Please also integrate onsite Membership Marketing for IWA during lunch / coffee breaks.

There are several marketing tools you can use to promote your event (also intend on a good quality of posters etc.):

- Conference website. Your conference website is the most important marketing tool since it reinforces and supports all the marketing activities and informs the online viewer about the USPs of your event and enables them to register. It provides information on your event, including call for paper, online submission, invitation to sponsor and exhibit, downloadable brochures and on traveling and accommodation.
- Direct marketing campaigns through your mailing system.
- Brochures (printed, email and web) - first announcement brochure and a registration brochure.
- Call for papers (printed, email and web).
- Invitation to sponsor & exhibit (email and web).
- Posters, postcards, printed programme, invitation cards.
- Encourage your sponsors and exhibitors to do their own marketing for their clients to attend your event and provide sufficient material to them.
- Exhibition newsletter (printed, email and web).
- Social media – Facebook, Twitter, LinkedIn. These tools are very helpful to engage delegates but be aware that the target group that can be reached with these marketing instruments are most likely the younger ones.
- Promotion at other events (similar conferences / exhibitions).

