

FORD PARTNERSHIP PROGRAM MARKETING WORKSHOP
February 7, 2008 – 9:00 a.m. to 4:00 p.m.
April 25, 2008 – 9:00 a.m. to 4:00 p.m.
Main Conference Room, L.A. County Arts Commission

CHECK IN (9:00-9:30 a.m.)

Sign in, pick up name tags and get coffee, tea, etc.

MORNING SESSION: (9:30 a.m. to 12:15 p.m.)

- 9:30-10:00 a.m. **Introductions**
- 10:00-10:45 a.m. ***Building your promotional resources***
How marketing and public relations complement each other
Honing your message – The Creative Brief *
*attendees will have completed these and turned them in in advance.
- 10:45-11:05 a.m. **Surviving in a rapidly changing media environment**
- 11:05-11:25 a.m. **Primer on sponsorship**
- 11:25 a.m.-12:15 p.m. **Developing essential pr/marketing tools**

LUNCH (12:15 p.m. to 1:15 p.m. – lunch is provided) – networking opportunities with other partners

AFTERNOON SESSION: (1:15 p.m. to 4:00 p.m.)

- 1:15–1:50 p.m. ***Developing a Marketing Plan***
Taking advantage of what the Ford provides
group sales person
Ford sponsor opportunities
web site
email blasts
postcards
radio & cable ads
program book/templates
- 1:50-2:05 p.m. **Strategizing**
sales goals
why a written marketing plan is essential
sample marketing plan
- 2:05-3:15 p.m. **Partners draft Marketing Plans**
- 3:15-4:00 p.m. **Share marketing ideas, questions and discussion**

The Ford Amphitheatre Summer Season is a program of the Los Angeles County Arts Commission.
The Ford Partner Marketing Workshops are supported, in part, by

