



# WHY EVENTS MAKE SENSE

Mather Symposium  
November 2014



# OUR STRENGTHS

- MARKET PENETRATION
  - BRAND RECOGNITION
  - DIVERSE PORTFOLIO
  - CREATIVE TALENT
  - WORKFORCE
  - COMMUNITY PARTNERSHIPS
  - FLEXING OUR MUSCLE
  - SAME FORMULA AS CORE BUSINESS
- 

# Why Events?

## The Most Obvious Reason: Revenue



Sponsorship Sales  
Ticket Sales  
Booth / Ticket Sales  
VIP Packages  
Premium Seating  
Merchandise

# Why Events?

1. Allow us to capitalize on our **STRENGTHS**
2. Others swoop in and take **\$\$** out of market



# WHY EVENTS?

3. SMBs struggle for foot traffic



# WHY EVENTS?

**4. Grow Your Customer Base**

**5. Engage Your Readers**

**6. Get to Know Your Clients**

**7. Strengthen Underperforming Audiences**

**8. Showcase High-Performing Audiences**

**9. Sell Subscriptions**

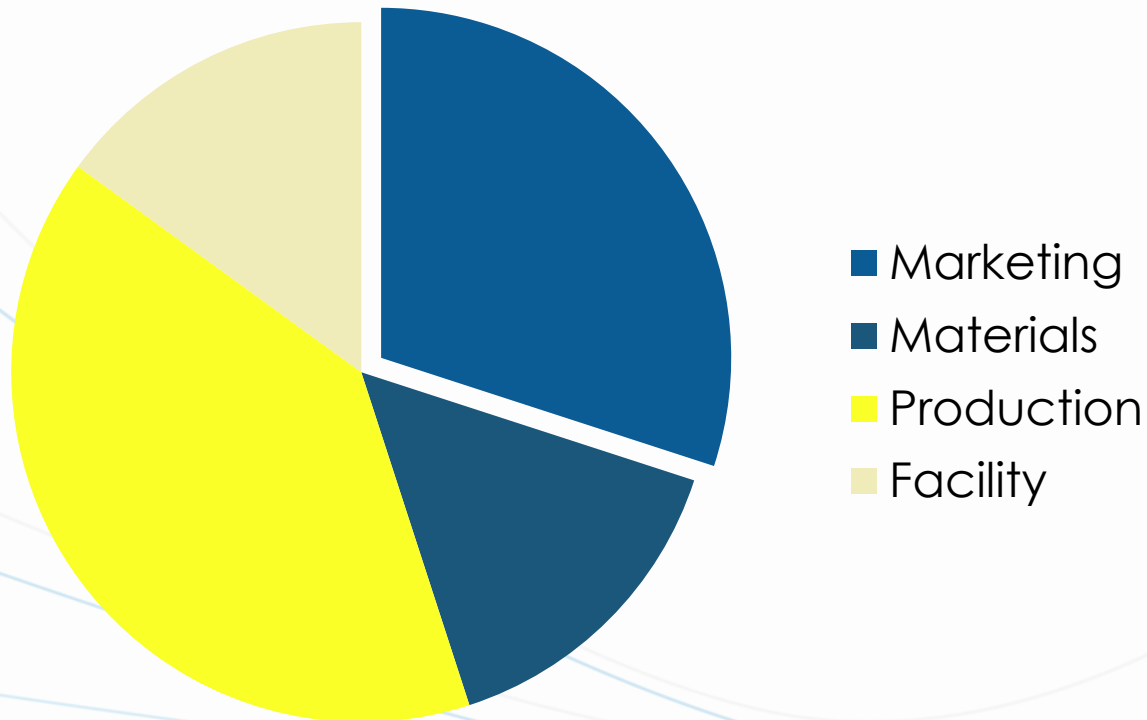
**10. Capture \$\$ from Different Buckets**

**11. Marketing Your Events, Markets You**

# WHY EVENTS?

12. Over 30% of Gross Expenses: Marketing

## Sample Event Expenses





# JASON TAYLOR

President and Publisher  
The Clarion-Ledger  
East Group Regional President  
Gannett Co.  
US Community Publishing

[jptaylor@gannett.com](mailto:jptaylor@gannett.com)



# mather:

## Symposium Luncheon Wrap-Up

*New Ideas and Best Practices to Maximize Your Customer Revenue Streams*

### PRESENTED BY:

Lee Durham, CEO of Global Mobile

Terry Leiweke, Managing Partner of Absolute Sports Info | The Linemakers

Sandy MacLeod, Chief Operating Officer, Print for the Toronto Star and  
Metro English Canada

Jason Taylor, President and Publisher of The Clarion-Ledger

Matt Lindsay, President of Mather Economics

**Ballroom** | 11:05 AM - 12:30 PM