



**2017 BOSS Training**

# **Marketing – A Key to Success**

Installation Management Command integrates and delivers base support to enable readiness for a globally-responsive Army

**We are the Army's Home**

Serving the Rugged Professional

# What The Heck Is Marketing?

mar·ket·ing  
'märkədiNG/

noun: **marketing**

the action or business of promoting and selling products or services, including market research and advertising

**But wait...there's so much more!**



# Value of Marketing



Your marketing office offers immeasurable value!

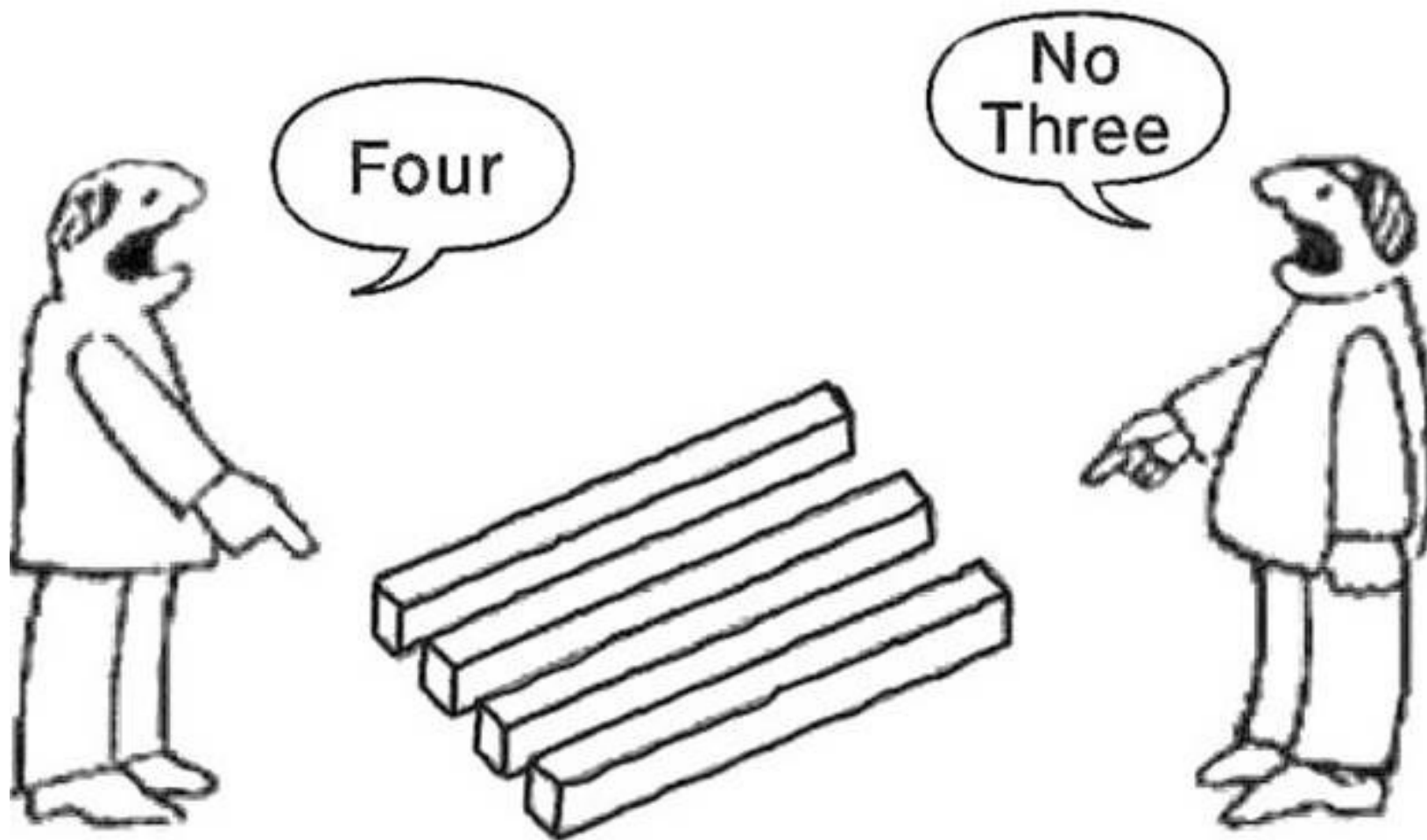
- They've got your tools for success!
- Marketing professionals at your fingertips

# Value of Marketing - What Marketing Offers

- **Planning - Promoting - Execution of Events**
- **Promoting Your Event**
- **Photography**
- **Community Outreach**
- **Research**
- **Commercial Sponsorship**



# Communicating With Your Marketing Office



# Communicating With Your Marketing Office

Communicate

Communiquer

Comunicacion

La communication

Kommunikation

*Garbage in...garbage out*



# Planning Your Event

Start with Marketing...but when?

Planning in advance is very, very important!

What is advance?



# Planning Your Event

## The Event Planning – Use the 5 W's

- **Why?**
- **When?**
- **What? (type of event)**
- **Who? (will attend)**
- **Where?**





# Planning Your Event – Timing & Budget

- **Timing** – Things to consider ....
- **Budget** – Breakeven or turn a profit?



# Planning – Command Buy-in



## Command Buy-in

- Who needs to approve the event?
- What will command want to know about the event?

# Planning – Commercial Sponsorship

## Marketing is your key to Commercial Sponsorship!

- What would be appealing to a sponsor?
- Is there enough lead time?



# Planning - Stakeholders

## Partners /Stakeholders

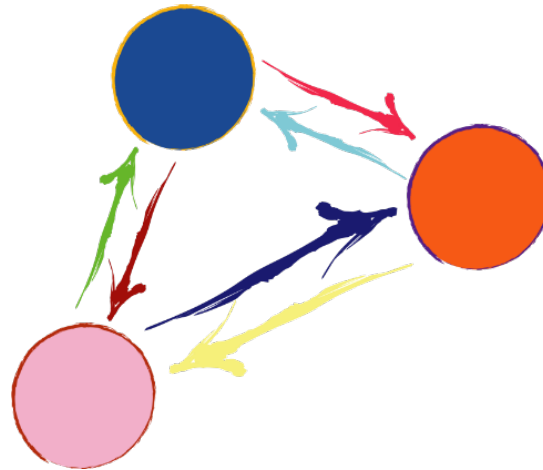
- Who can help make this a smash hit event?



# Planning – In Process Reviews

## In Process Reviews - IPRs

- What are they?
- Why are they important?



# Planning – In Process Reviews

- **IPRs – How do I conduct them?**
  - Time
  - Have an agenda
  - Recap each meeting



# Planning - Promotion

Promotion – **Marketing** kicks into high gear!

Here are some tools you may want to use....

- Cool, eye catching graphic design
- Print media
- Digital & Social
- Email or distro lists



...

# Finally...The Big Event!

## The Event – some things to consider

- An alternate weather plan
- Crowd control
- Photography
- Chaplain
- First Aid/safety
- Mobile radio devices
- Money handling
- Sponsors





# And finally....Evaluate The Event

- **Evaluation**
  - How will you determine if the event was successful?
  - **After Action Report**
    - How Important Is It?

<input checked="" type="checkbox"/>	<b>EXCELLENT</b>
<input type="checkbox"/>	<b>GOOD</b>
<input type="checkbox"/>	<b>AVERAGE</b>

# Check On Learning

1. What is one reason to work with Marketing?
2. Name two factors to consider in selecting a date and time for an event.
3. Name two stakeholders to the BOSS Program.
4. Why is command buy-in important?
5. What is ample lead time for planning an event?
6. Who can secure sponsors for a BOSS event?
7. Who can assist you with handling money at an event?
8. What is one reason why you should evaluate a BOSS event?



# What was your big Ah – Ha?



# End of Brief

