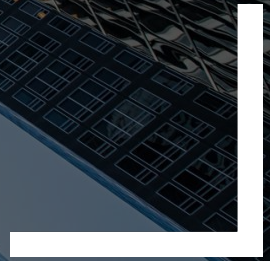
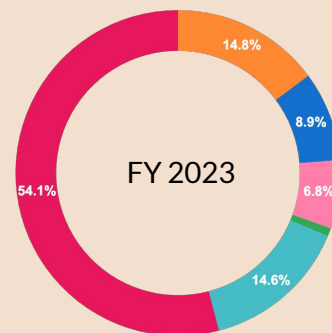
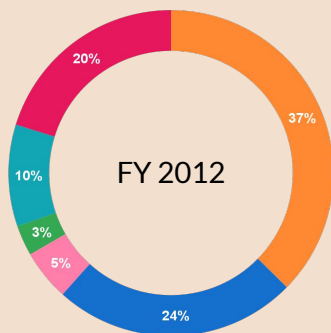
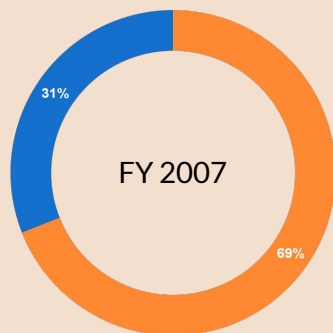


Project Overview Events Strategy



At the Financial Times we've been on our own challenging and rewarding journey to a healthier revenue mix

■ Digital content ■ Print content ■ Digital advertising ■ Print advertising ■ Events & conferences ■ Other revenue



"Few companies that have stuck to their traditional products and methods have grown in stature."

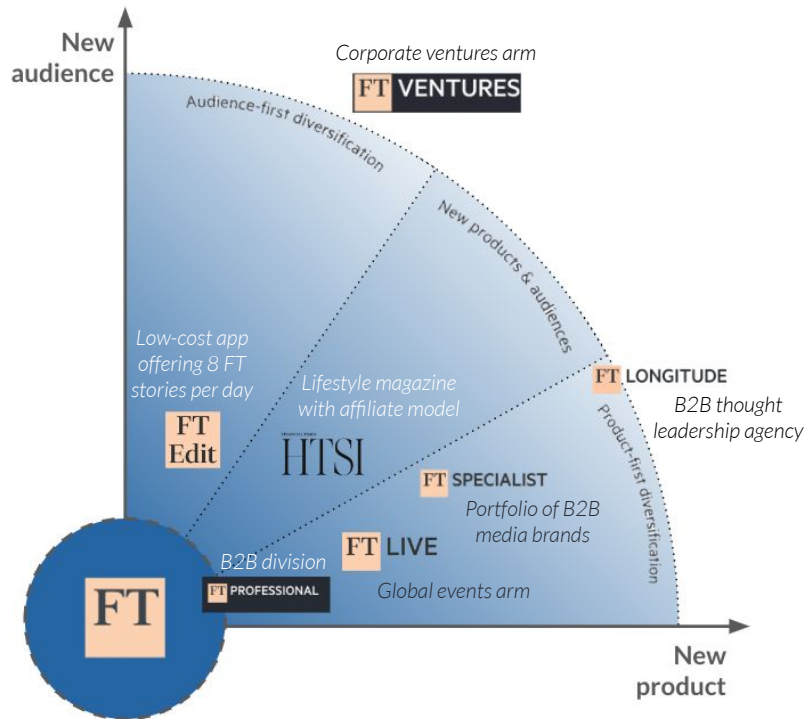
- Igor Ansoff, 1957

BUSINESS TRANSFORMATION

A BROADER VIEW OF AUDIENCE AND BRAND

The FT's diversification experience informs how we help clients identify and grow new sources of revenue

FT Diversification examples



Example clients we have helped navigate similar journeys:



EL PAÍS

EL MUNDO

DAILY MAVERICK

i
inews

THE IRISH TIMES

DENÍK

THE TIMES OF INDIA

sph

la Repubblica

CORRIERE DELLA SERA

THE HINDU

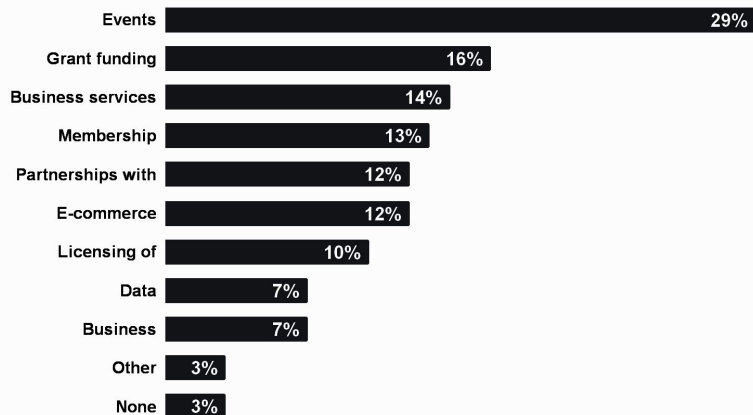
INDEPENDENT

DER SPIEGEL

RCS
MEDIAGROUP

Events have emerged as a significant source of diversified revenue, providing publishers with new ways to engage audiences and advertising partners

Apart from advertising and reader revenue which of the following are your most important revenue sources?



The benefits of building a successful experiential strategy go beyond that of creating a new reader revenue stream with publishers seeing positive impacts across their organisations.

While traditional ad revenues are in decline for media organisations, **advertisers are increasingly turning towards experiential brand activations** which publishers with strong audience relationships are uniquely positioned to deliver.

By focusing events as a new form of advertising inventory, **BDG increased their contribution to organisational revenues by 8 times in 2023 vs 2022.**

Jason Wagenheim, CRO, BDG attributed this to the fact that **publishers can offer “things that Google, Facebook, linear [TV] networks and other big platforms out there just don’t do or can’t do.”**

In addition, editorial focused events are proving fruitful at supplementing reader revenue. **Enhancing high quality journalism with live content offers readers new experiences that can boost retention and engagement.**

FT Strategies supports clients in building each of the robust pillars needed to support the creation of a successful events vertical



Customer and market research

We provide you with a clear view of the competitor and market landscape as well as your event audience needs.

Solutions

- **Competitor analysis:** Analysing competitors to stay competitive and adapt your strategies.
- **Audience needs research and feedback:** Soliciting and analysing reader needs and feedback to make data-informed decisions.
- **Regulatory assessment:** Assessing the regulatory landscape and any considerations/ implications of launching events e.g. GDPR, health & safety, risk assessments
- **Feasibility analysis:** Analyse your business capabilities, audience needs and market trends to understand whether events is the right diversification strategy.



Event Content Strategy Design

We analyse your audience and commercial partners needs to create a premium content strategy for your events.

Solutions

- **Content analysis:** Review your content to identify strongest performing verticals and map this to events market.
- **Newsroom synergy:** Through interviews with editorial staff, identify how experiential content can be used to enhance journalistic output.
- **Advertising Content Strategy:** Collaborate with your advertising team to identify opportunities for new advertising inventory within live content.
- **Content roadmap:** Create a clear content strategy identifying which topic areas will provide financial and audience growth, which segments to target and which content to avoid.



Commercial Strategy Design

We take the learnings from the market research and analysis of audience data to create a commercial roadmap to plot a path to profitability.

Solutions

- **Access model design:** Conducting audience and business model analysis to understand which model, such as membership or sponsorship, best fits your audience and business.
- **Advertising commercial strategy:** Create a robust pricing and sales GTM strategy for advertising partners looking to use events as brand activation.
- **First Party Data strategy:** Assess existing FPD strategy and create recommendations on how to utilise events to bolster data quality.
- **Financial modelling:** Build a model to inform commercial decisions such as pricing, attendees and cost optimisation.



Operational Infrastructure Build

We support you to build the operational infrastructure needed to power a successful events business.

Solutions

- **Event launch:** Support your team across all areas of planning, selling, delivering your inaugural event including the creation of a holistic post-event report for internal and external use.
- **KPIs:** Create a clear metrics that matter framework bespoke to an events business.
- **Tech support:** Work with you to design a robust tech strategy that integrates seamlessly into your existing tech stack.
- **Org structure design:** map a 'best in class' event's organisational structure and Identify the skill gaps that exist within the current team.

Example Project: We propose a three phased approach to design & launch an effective event strategy built on a deep understanding of your audience

Phase One - Discovery

- **Audience & Market Research:** Research on market size, segments, primary customer research (qual / quant) on interests & user needs and potential sponsorship research
- **Capability Analysis:** 'Gap analysis' to identify skills, processes and tech required to launch a successful events business
- **Internal Alignment:** Interviews with leadership and colleagues to establish vision, goals and needs of launching an events team

Deliverables

- ✓ Market & Audience Report
- ✓ Capability Gap Assessment

Phase Two - Design

- **Content Strategy:** Develop a strategy that complements existing content while leveraging the unique demands of successful events
- **Commercial Strategy:** Define a commercial strategy to successfully monetise events, from sponsorship to ticket sales
- **North Star:** Establish an events North Star goal, key outcomes and hypotheses to test
- **Internal Operation Design:** Create a best-in-class events team structure, processes and tech stack

Deliverables

- ✓ Content strategy
- ✓ Commercial Growth Plan
- ✓ Event vertical financial model
- ✓ North Star
- ✓ Experimentation roadmap
- ✓ FPD strategy

Phase Three - Implementation

- **Event Launch Support:** FT Strategies can support on the delivery of a joint launch event
- **Amplification:** FT Strategies can offer clients marketing support, drawing on the FT's experience of large and small scale events
- **Monetisation:** Clients can leverage the support of FT Strategies' wide network and commercial experience
- **Integration:** Work with you to design a strategy to ensure that events successfully integrate with other business verticals

Deliverables

- ✓ Launch Event
- ✓ Marketing Support
- ✓ FTS Network Access

The phases can be purchased together or separately; we can deliver work in modules and areas that are of most value to you and will price it accordingly

Phase	Outputs	Team members	Duration
Phase 1: Discovery	<ul style="list-style-type: none">Defined initial options for future vision, including 'Where to Play' and 'How to Win' assumptions based upon market and audience research.Assessed current state report identifying skills, processes and tech necessary for an events vertical.	<ul style="list-style-type: none">PrincipalEngagement ManagerSenior ConsultantAnalyst	8 weeks
Phase 2: Design	<ul style="list-style-type: none">Developed content strategy blending existing organisational strengths with unique needs of eventsDefined future operating model including commercial strategy and internal capabilities, including talent and techCollaboratively designed North Star framework that aligns with wider business goalsModelled financial implications of executing the chosen strategic choices	<ul style="list-style-type: none">PrincipalEngagement ManagerSenior ConsultantAnalyst	8 weeks
Phase 3: Implementation	<ul style="list-style-type: none">Inaugural event launch with FTS marketing and monetisation support to boost attendance and revenue.	<ul style="list-style-type: none">Principal1 x Manager1x Senior Consultant	8 weeks



Partner with FT Strategies to elevate your events and build a more strategic, engaging and revenue-driving part of your organisation.

Book a Strategy call



FTStrategies.com

