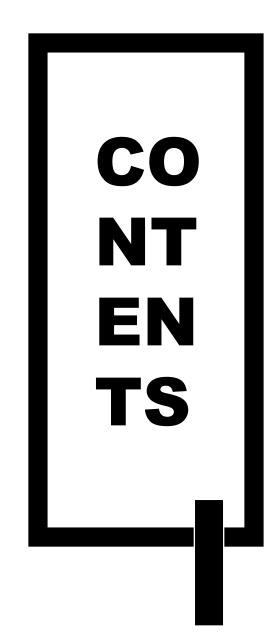
BOARDS ON BOARDS VIRTUAL OPEN HOUSE

2020 Digital Proposal





PART 01 :: BOARDS ON BOARDS

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PART 01:: BOARDS ON BOARDS

BOARDS ON BOARDS

A bespoke virtual event designed to inspire and educate your target audience, and to showcase your brand.

Give your brand the chance to shine in interactive sessions led by industry experts in small group settings.

Let us tout your brand's unique selling points in an environment primed for engagement and media pick-up.





WHAT YOUR BRAND GETS

- ❖ Virtual Event
- Brand Awareness & Recognition
- Reach and Impression Increase
- ❖ Social Media Coverage
- Influencer Marketing & Promotion
- Website Traffic
- Sales Conversion Opportunity
- New Connections & Potential Customers





Run of Show: VIRTUAL OPEN HOUSE

- ❖ A celebrity industry expert will kick off, host, and lead a bespoke Build-Your-Own-Board open house series, integrating and advocating showcase brands – like yours!
- Guests will be invited to drop-in to one of three separate timeslots, ensuring broad reach but small "class-sizes". 45 minutes in length, each session will have no less than 25 attendees – all of them Key Opinion Leaders from media, food, social media, etc.
- ❖ The host will specifically call-out your brand in one of the three sessions, focusing on value propositions, tasting notes, and highlighting your product as the "hero" of the board *In the two other sessions, your product will still be present but as a complimentary component of the board
- Sessions will teach your customers to create fabulous seasonal boards they can recreate at home
- ❖ A Q&A session will follow, an opportunity for guests to ask about your brand



PART 02:: VIRTUAL EVENTS 101

WHY CHOOSE VIRTUAL EVENTS

From live-Instagramming to livestreaming, businesses and organizations are staging virtual events across the web. These can be highly interactive, where people come together to learn and be entertained online.

The current marketing and events landscape limits in-person interaction, but that doesn't mean events and marketing are at a standstill. There are many different ways that your brand can take events virtual and still create a unique experience for their audience.

In 2020, the number of organizations planning a virtual event doubled compared to last year.

- 91% of businesses say "keeping members connected" is their primary goal
- **48%** of marketing budgets in 2021 will be allocated for webbased events



SAMPLE EVENT FLOW

MODERATOR INTRODUCTION

❖ Gives an overview of how the event will run

BRAND KNOWLEDGE

Host provides participants with a brief introduction about the brand and any valuable messages

INTERACTIVE COMPONENT

Build the board

Q&A

Moderator or Host answers any participant questions.

CONCLUSION

Moderator wraps event and encourages a Call to Action for guests to share experience on their social media platforms

POST-EVENT

Recording of the event will be shared with participants and uploaded to brand's social media platforms. participants can receive swag & brand material



BRANDING SRII77ING

PART 03:: HOST ROLES

WHAT THE HOST DELIVERS

BRAND KNOWLEDGE

Brand provides the Host with product in advance of event and any relevant brand & sales information (ie availability, CTA, etc)

LIVE INTERACTIVE COMPONENT

Build the board and feature the brand while delivering key messages including flavour profiles and usage

A&Q

Answers any relevant participant questions

SOCIAL MEDIA

Promotes the event prior to and after across their social media platforms (Facebook, Instagram and Instagram Stories)

BLOG POST *optional

Publish a feature on how to build a board with a link back to the brand's website



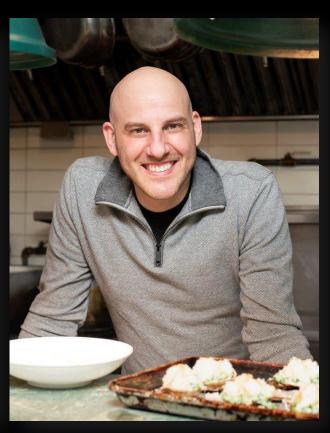
SAMPLE HOSTS

LISA DAWN BOLTON TORY WESSZER AFRIM PRISTINE

DENNIS PRESCOTT









PART 04:: SPONSORED INFLUENER ROLES

WHAT THE SPONSORED INFLUENCERS DELIVER

Engage influencers to promote, attend and recreate a board of their own postevent with brands participating in the event.

LIVE INTERACTIVE COMPONENT

On-screen participation with the Host and other influencers

A&P

Crafts and asks the host questions about the brand prompting the host to deliver additional key message

SOCIAL MEDIA

Promote the event prior to and following across their social media platforms (Facebook, Instagram and Instagram Stories)

PHOTOGRAPHY

Capture images: lifestyle product shots, in-action product shot and beauty shot for brand to repurpose on their digital platforms

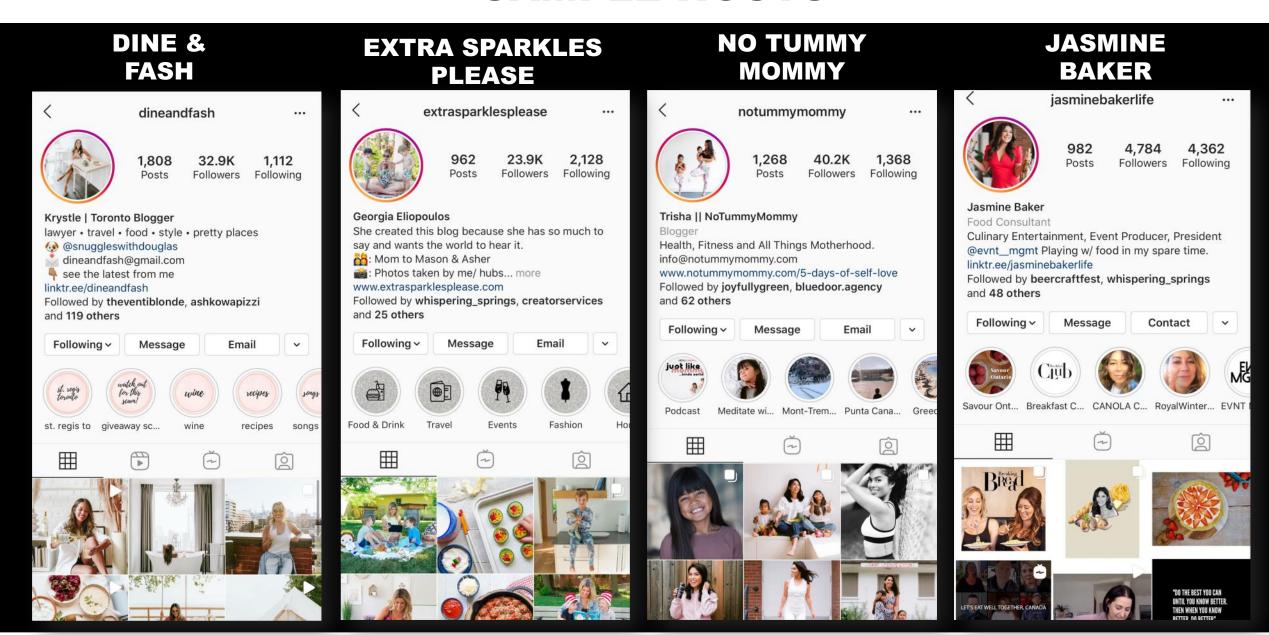
BLOG POST *optional

Publish a feature on their board with a link back to the brand's website





SAMPLE HOSTS



PART 05:: BRAND ROLES

BRAND DELIVERABLES

PRODUCT

❖ Provide product to Host and Sponsored Influencers

EVENT PROMOTION

- Provide social media and e-marketing support to help promote event sign-up and build guest list (social media audience/community/retailers/customers/brand advocates)
- This can include:
 - Social media posts (on the feed and in stories) with link to ticket page
 - E-blasts and newsletter to consumer database with link to ticket page

BRAND ASSETS & MESSAGING

Provide any brand assets & messaging to be included in promotional artwork and during the event



PART 06:: AGENCY ROLES

AGENCY DELIVERABLES

PROGRAM MANAGEMENT

Manage all logistics and execution of the event including deploying invites, acting as platform moderator, and securing all partners, host, and sponsored influencers

CREATIVE ASSETS

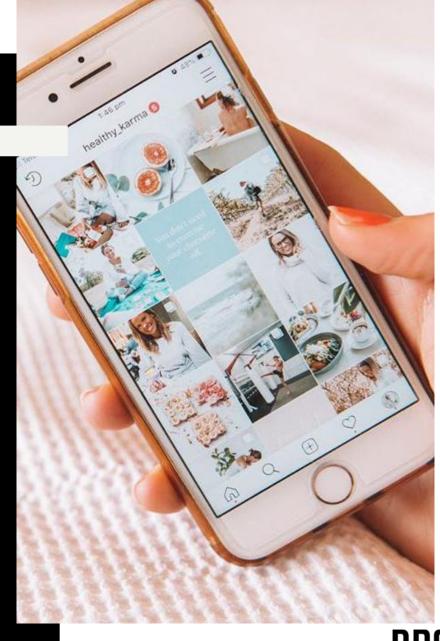
Create invites, event materials and social media assets

VIDEO CONTENT CREATION

Manage production and editing of post-event sizzle real

EVENT PROMOTION

- ❖ Provide social media posts (conversion) with link to registration page
- E-blasts to consumer database with link to registration page





BUILD YOUR BRAND ON OUR BOARDS

