

*IMAGES & VOICES OF
HOPE ANNUAL SUMMIT*

CASE STUDY

SPRING 2019

IMAGES & VOICES OF HOPE

ANNUAL SUMMIT

Register to attend at ivohsummit.org

#ivohsummit19



brittanyapplegate
MARKETING CONSULTANT

CONTRACTED BY:
Images & Voices of Hope



20th Annual ivoh Summit

PROJECT HIGHLIGHTS



The Ask:

In Spring 2019, I was hired by Images & Voices of Hope (ivoh) to develop an event marketing strategy to raise awareness and achieve a goal of 100 attendees for their 20th Annual Images & Voices of Hope Summit. This 3-Day Retreat took place June 20th - 23rd in the Catskill Mountains of Upstate New York.

The Deliverables:

- Event Marketing & Communications Strategy
- Website Refresh & Update
- Email Marketing Copy & Templates
- Launch & Social Media Graphic Design
- Social Media Content Development (FB + Twitter Only)
- Paid FB Advertising
- Sponsorship Kit

The Challenge:

In a perfect scenario, you'd like to begin a robust strategy like this at least one year in advance; however, within two weeks of being hired in March, I turned around a full strategy.

THE PROCESS

After delivering an approved strategy, it was time to get to work – quickly! I developed a timeline that took us from the event launch phase, through month by month promotional execution. Project management is key!

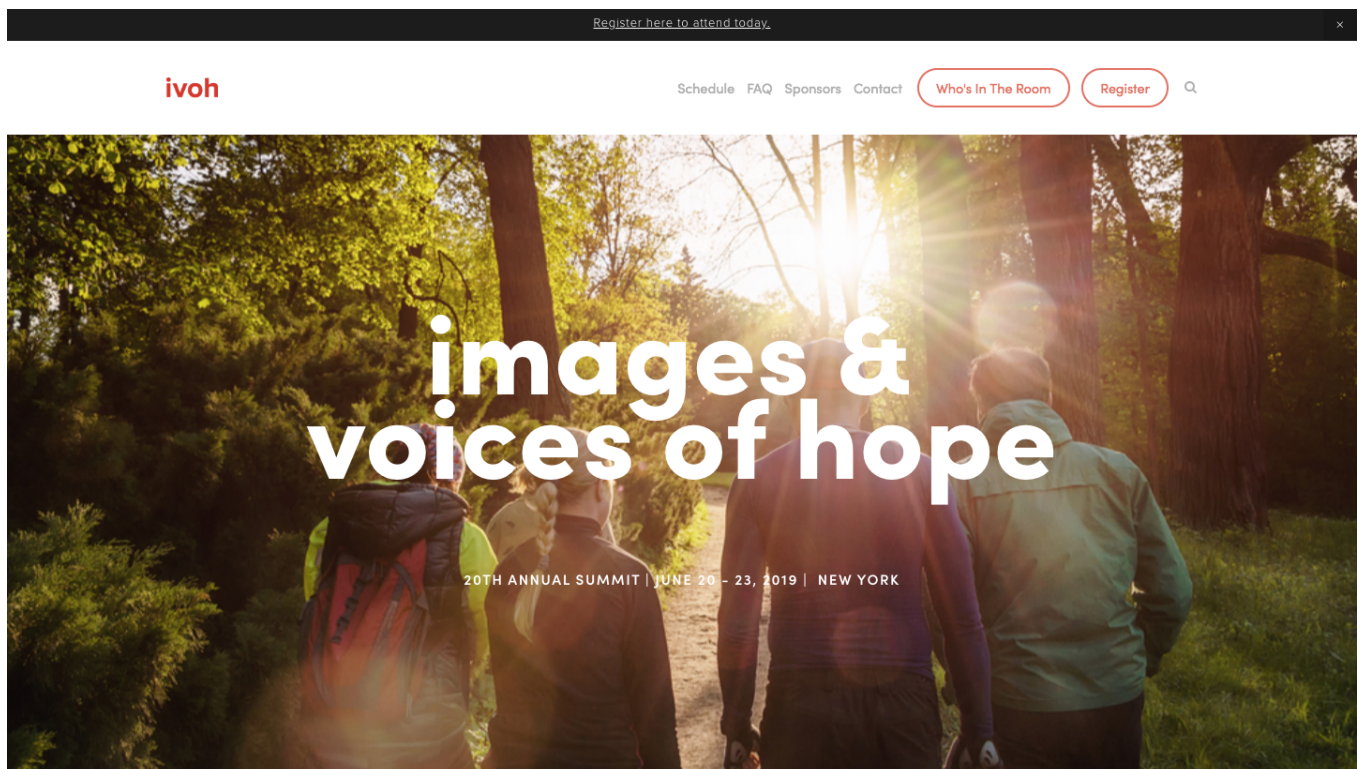
ivoh Summit Marketing Timeline

ACTIVITY	TASK TITLE	START DATE	DUE DATE	DURATION (DAYS)	STATUS
Preparing to Launch					
Social Media	Announce on-sale date	2/26/2019	2/26/2019	1	Completed
Copywriting	Core Messages of Event Defined	2/21/2019	2/26/2019	6	Completed
Copywriting	Website Copywriting	2/21/2019	2/26/2019	6	Completed
Website	Website Updated w/ New Copy	2/26/2019	2/27/2019	1	Completed
Copywriting	Launch Email Copy	2/24/2019	2/26/2019	2	Completed
Copywriting	Eventbrite Page Copy	2/25/2019	2/26/2019	2	Completed
Social Media	Set Up Hootsuite Accounts	2/25/2019	2/26/2019	1	Completed
Social Media	FB & Twitter Launch Posts Created	2/22/2019	2/26/2019	4	Completed
Social Media	FB & Twitter Launch Posts Scheduled	2/27/2019	2/26/2019	1	Completed
Launch Activities					
Ticketing	Review and proofread Eventbrite page	2/26/2019	2/27/2019	2	Complete
Ticketing	Publish Eventbrite page	2/28/2019	2/28/2019	1	Complete
Ticketing	FB Event Page Published	2/28/2019	3/1/2019	2	Complete
Ticketing	FB Post Announcing Tickets Sales are Live	3/1/2019	3/1/2019	1	Complete
Social Media	Twitter Post Announcing Ticket Sales are Live	3/1/2019	3/1/2019	1	Complete
Email	Email Blast to Subscribers is Schedule & Sent	3/1/2019	3/1/2019	1	Complete
Email Marketing					
Email	Finalize General Email to General Attendees	4/19/2019	4/20/2019	2	Complete
Social Media Marketing					
APRIL					
Social Media	Draft Social Media Posts (6-8) for FB - April	3/13/2019	4/19/2019	-	Complete
Social Media	Draft Social Media Posts (6-8) for Twitter - April	3/13/2019	4/20/2019	-	Complete
Social Media	Schedule FB & Twitter Posts in Hootsuite - April	4/16/2019	4/17/2019	-	Complete
MAY					
Social Media	Source May Social Media Content	4/22/2019	4/24/2019	3	Complete
Social Media	Draft Social Media Posts (6-8) for FB - May	4/23/2019	4/26/2019	6	Complete
Social Media	Draft Social Media Posts (6-8) for Twitter - May	4/23/2019	4/26/2019	6	Complete
Social Media	Schedule FB & Twitter Posts in Hootsuite - May	4/29/2019	4/30/2019	2	Complete
JUNE					
Social Media	Source March Social Media Content	5/6/2019	5/8/2019	3	Not Started

20th Annual ivoh Summit

EVENT WEBSITE REFRESH

To amplify the full summit experience, I created a fully functional event website, separate from their organization website. Using Squarespace, I refreshed an older summit site in no time. Website copy also written by me, with support from ivoh.



Note: website is no longer active.

IVOH Annual Summit 2019

EMAIL MARKETING

With a 360 marketing strategy, email is necessary. I wrote email copy to inform those currently within ivoh's network of the upcoming summit and to entice potential attendees to register early.



IVOH 2019 - April Email Copy

Subject Line: Restoring Community, One Story at a Time

Preview Copy: As journalists, photographers, filmmakers, artists, and creatives, we seek to tell stories that provide hope, build resilience and amplify unheard voices. Yet a common truth we don't share enough is that how...

Email Copy

Header:

Restoring Community, One Story at a Time

Body

Registration for the 20th Annual Images & Voices of Hope Summit is now open and this year's theme is "Restoring Community, One Story at a Time." This theme is important because as journalists, photographers, filmmakers, artists, and creatives, we seek to tell stories that provide hope, build resilience, and amplify unheard voices. It's with these stories that we capture the realities of those working to reclaim or rebuild their lives in the face of adversity.

A common truth we don't share enough resides in the way we tell these stories and how often we have to tell them; our investment in every aspect of them often affects our inner well-being. The journey to create can leave us feeling depleted and uninspired. That's why this summit is so vital. It's designed with *you* in mind.

Join us Thursday, June 20 - Sunday, June 23, 2019 in the Catskill Mountains of upstate New York as we help you counteract those forces, while finding balance, connecting with colleagues who share similar experiences, and revisiting the passion which initially brought you to the work you do so well.

Registration is filling up fast so register today!

(insert "register" button) (link -> to eventbrite page)

(Insert image)

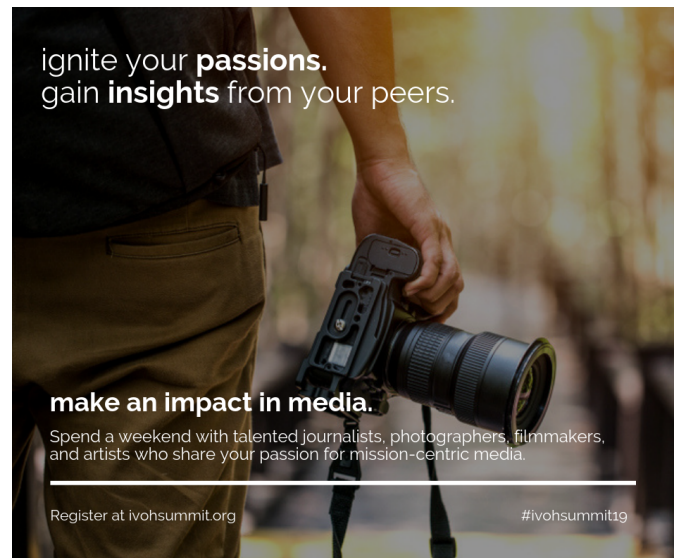
To learn more, please visit www.ivohsummit.org

To become a sponsor, please email [Ilsa Flanagan at iflanagan@ivoh.org](mailto:iflanagan@ivoh.org)

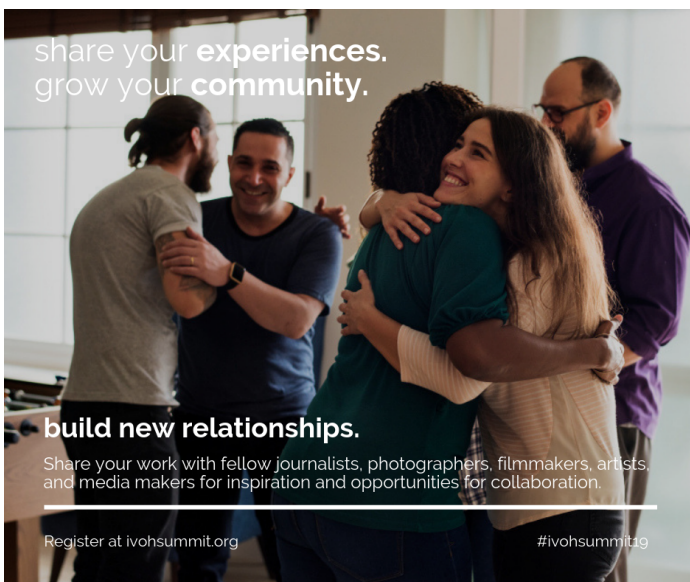
Follow Us on Social Media (insert FB and Twitter URLs)

20th Annual ivoh Summit

SOCIAL MEDIA GRAPHICS + COPY



With a tight budget, I had to be resourceful. Using Canva, I created social media graphics designed to raise awareness of the summit and connect with an audience of storytellers across various creative disciplines. All copy written by me.

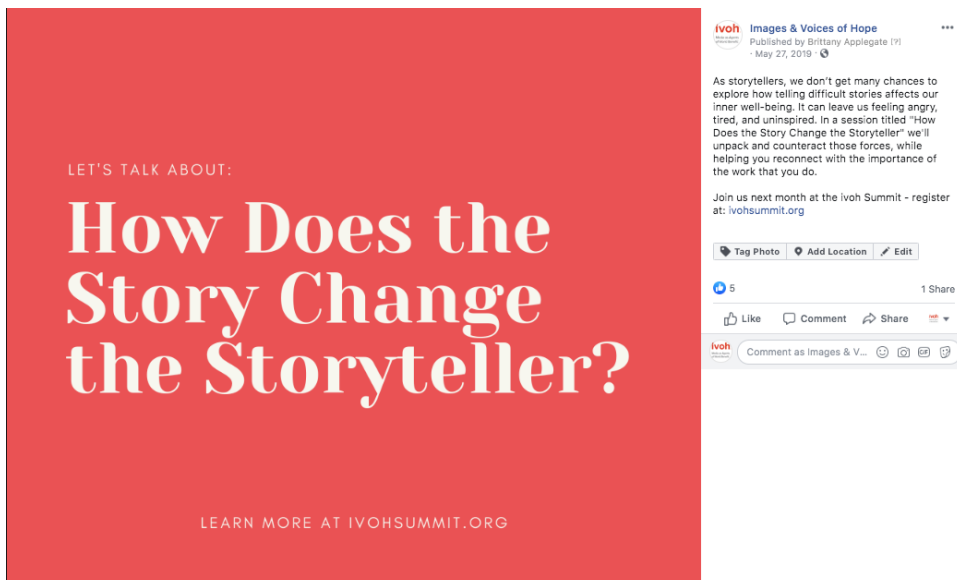


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SOCIAL MEDIA MANAGEMENT



Then from April through June 2019, I managed ivoh's Facebook and Twitter pages, scheduling weekly posts using Hootsuite and executed a paid Facebook advertising campaign on a \$400 budget.



IVOH Annual Summit 2019

SPONSORSHIP KIT

I contracted Ariana Taylor to create a sponsorship package designed to attract, inform, and secure sponsors and partners.

Images & Voices of Hope

Annual Summit *2019 Sponsorship Package*



Restoring Community, One Story at a Time.

Annual Summit 2019 Sponsorship Package



a local that's not so local

It's a beautiful day in the heart of the city, and the sun is shining brightly. The streets are lined with people, and the air is filled with the sound of laughter and joy. This is the Annual Summit, a place where everyone comes together to celebrate and support a great cause.

we're over all your suggestions.

We've received so many great ideas and suggestions from our sponsors and partners, and we're excited to incorporate them into the summit. Thank you for your input and support.

Summit Highlights

- 100+ **Speakers**
- 20 **Workshops**
- 5+ **Networking Opportunities**
- 3 **Keynote Addresses**
- 1 **Day of Inspiration**

2019 Sponsorship Opportunities

Opportunity	Level	Cost	Availability
Keynote Address	Platinum	\$10,000	1
	Gold	\$5,000	2
	Silver	\$2,500	3
Workshop	Platinum	\$2,000	2
	Gold	\$1,000	3
	Silver	\$500	4
Networking Opportunity	Platinum	\$1,000	3
	Gold	\$500	4
	Silver	\$250	5

Let's get started!

Join us for a day of inspiration and networking. We'll have a variety of speakers, workshops, and networking opportunities for you. Don't miss out on this great opportunity to connect with other professionals in your field.

Thank you!

What matters most:

THE RESULTS

CONFERENCE ATTENDEES - 90% SUCCESS RATE

We were ten shy of achieving our goal of 100 attendees by 10. However, this was a success given the limited time amount of time to promote a summit in which most attendees were from out of state.

6/20/19, 7:33 AM

Good morning! Best of luck with the kick off of the summit today! Did you reach 100 attendees?

6/20/19, 9:29 AM

thanks brittany! we got to 90

SOCIAL MEDIA METRICS (FB PAID AD CAMPAIGNS):

Average budget - \$18 / post

Average reach - 723 / post

Average engagement - 59 / post

THE FINALE



ivoh

RESTORE THE WORLD WITH STORY

6/28/19

A Memorable Finale at ivoh Summit 2019



INTERESTED IN WORKING WITH BRITTANY?

Email her at brittany@brittanyapplegate.com to get started.