

POTENT MEDIA DAY

Specialized/
ACCOMPLISH WITH BLOB

Potent Media Day Services:

Planning and Preparation:

- . Define Objectives
- . Identify Key Media Stakeholders
- . Select Event Format
- . Choose Venue and Logistics
- . Create Invitations
- . Personalized Outreach

Agenda Development:

- . Strategic Agenda Development
- . Choose Speakers or Panelists
- . Discussion Topics
- . Networking Opportunities

Event Execution:

- . Welcome and Introductions
- . Facilitate Discussions
- . Media Kit Distribution
- . Capture Media Insights
- . Social Media Engagement

Follow-Up and Relationship Nurturing:

- . Post-Event Thank You
- . Provide Event Recap
- . Follow-Up Meetings
- . Ongoing Communication
- . Measure Impact

Elevate your media engagement with our Potent Media Day Services.

We meticulously plan, execute, and follow up on media events to ensure impactful interactions, positive coverage, and lasting relationships with key media stakeholders.

With our Potent Media Day Services, we offer meticulous planning, execution and follow-up for media events, ensuring impactful interactions, positive coverage and lasting relationships with key media stakeholders. Beginning with Planning and Preparation, we define clear objectives, identify relevant media stakeholders and tailor invitations to ensure personalized outreach. Agenda Development involves strategic planning of discussions, selection of speakers or panelists and incorporation of networking opportunities to maximize engagement and value.

During Event Execution, we manage the event flow seamlessly, from welcoming participants to facilitating discussions and distributing media kits. We also actively engage on social media platforms to amplify the event's reach and impact. Following the event, our team conducts thorough Follow-Up and Relationship Nurturing, including sending post-event thank-you messages, providing event recaps, scheduling follow-up meetings and maintaining ongoing communication to nurture relationships with media stakeholders. Through our Potent Media Day Services, clients can effectively engage with the media, garner positive coverage and build lasting connections that contribute to their overall brand success.

Service particularity: optimal delivery in 10 working days, can take longer in case of additional or special requests and unforeseen circumstances; Initial Chat included

Blob team engagement: 2 expert level consultants, media team, technical backend

Type of meeting: face to face

Place of meeting: agency office

Output: media centric event concept with the goal of media stakeholder relationship building, potential extensive media coverage, strengthened rapport with journalists and influencers and heightened brand recognition, fostering long-term positive relationships and increased trust with key media stakeholders

Pricing. Potent Media Day

BASIC DIFFICULTY LEVEL:

- . **Starting price:** 2.000 EUR
- . **Criteria:** suitable for organizations seeking to engage with media stakeholders through a structured event format for the first time
- . **Argument:** basic difficulty level Potent Media Day Services focus on fundamental aspects such as defining objectives, selecting event formats and executing essential logistics. These services cater to organizations looking to establish initial connections with media stakeholders and generate basic media coverage. The emphasis is on planning and executing a straightforward media event with a clear agenda and basic engagement activities to introduce the organization to media representative

INTERMEDIATE DIFFICULTY LEVEL:

- . **Starting price:** 3.000 EUR
- . **Criteria:** geared towards organizations with some experience in media engagement and seeking to enhance the effectiveness and impact of their media events
- . **Argument:** intermediate difficulty level Potent Media Day Services offer more comprehensive support in agenda development, speaker selection and media engagement strategies. Organizations at this stage may have conducted media events previously but are looking to refine their approach and achieve more substantial media coverage and stakeholder engagement. These services focus on developing strategic agendas, selecting relevant speakers or panelists and facilitating meaningful discussions to generate impactful media insights and coverage

ADVANCED DIFFICULTY LEVEL:

- . **Starting price:** 5.000 EUR
- . **Criteria:** targeted towards organizations aiming to leverage media events as strategic opportunities to influence media narratives and strengthen relationships with key stakeholders
- . **Argument:** advanced difficulty level Potent Media Day Services involve advanced techniques in media engagement, social media integration and relationship nurturing. Organizations at this level may have extensive experience in media engagement and seek to position themselves as thought leaders in their industry through media events. These services offer specialized expertise in facilitating engaging discussions, distributing comprehensive media kits and leveraging social media platforms to amplify event impact and coverage. The emphasis is on maximizing the effectiveness of media events to shape positive narratives, foster meaningful relationships with media stakeholders and drive long-term media engagement

CHALLENGING DIFFICULTY LEVEL:

- . **Starting price:** 10.000 EUR
- . **Criteria:** designed for organizations facing complex media landscape challenges or seeking to orchestrate high-profile media events with significant strategic implications
- . **Argument:** challenging difficulty level Potent Media Day Services address critical issues such as crisis communication preparedness, high-stakes media interactions and strategic relationship building with influential media stakeholders. Organizations at this level may encounter situations where media events play a pivotal role in shaping public perception, addressing reputational challenges or driving strategic business objectives. These services involve comprehensive media strategy development, crisis communication planning and meticulous execution to ensure successful media interactions, positive coverage and long-lasting relationships with media influencers

By categorizing Potent Media Day Services into these difficulty levels organizations can identify their specific needs and select the appropriate level of support to maximize the effectiveness and impact of their media engagement efforts. Each level offers tailored solutions and strategies to address specific media engagement challenges and optimize the outcomes of media events in achieving organizational goals and objectives.