

Sponsorship & Event Marketing @ Red Bull Arena Presented by Facebook

Sponsorship and event marketing are increasingly important components of the marketing communications mix, and growth for both have recently outpaced traditional advertising and promotion. Marketers engaging in sponsorships, partnerships and events face ever-mounting pressure to create cutting-edge programs, unique activations, and immersive experiences that capture the attention of today's consumer while delivering on objectives and ROI.

Hosted by the New York Red Bulls at Red Bull Arena in New Jersey, join us for a fun and informative day that will showcase leading client-side marketers who are leveraging sponsorships, partnerships, experiential marketing and events to create authentic consumer engagement, build awareness and brand preference, and drive business results. Hear successful case studies and enjoy peer-to-peer networking with client-side marketers from a range of industries.

When:

Start: Thursday, July 11, 2019 at 8:15am

End: Thursday, July 11, 2019 at 3:15pm

Where:

Red Bull Arena
600 Cape May Street
Harrison, NJ 07029

Agenda

TIME	EVENT DETAILS
8:15am	Networking Breakfast
9:00am	Opening Remarks

TIME	EVENT DETAILS
9:10am	<p data-bbox="391 300 1414 331">NEW YORK RED BULLS: WELCOME & STRATEGIC PARTNERSHIPS OVERVIEW</p> <p data-bbox="391 375 1414 541">In this session, hear from Red Bulls' General Manager Marc de Grandpre and CMO Joseph Stetson on the team's strategic partnership platform and activation strategy, which includes in-stadium and in-game integration, season-long events and activities, and community partnerships.</p> <p data-bbox="391 577 894 653">Marc de Grandpre General Manager New York Red Bulls</p> <p data-bbox="391 699 976 774">Joseph Stetson Chief Marketing Officer New York Red Bulls</p>
9:35am	<p data-bbox="391 858 1295 934">VERIZON SUPER BOWL: DELIVERING AGAINST MULTIPLE BUSINESS OBJECTIVES</p> <p data-bbox="391 978 1406 1234">Achieving multiple business objectives with sponsorship activation is tough, and it's even tougher at the size and scale of the Super Bowl. However in 2019, Verizon saw success while still supporting three very different objectives. In this session, we'll discuss how Verizon focused and successfully delivered on multiple objectives, best practices to avoid confusing consumers, and facing unexpected challenges along the way.</p> <p data-bbox="391 1270 992 1346">Sean Williams Manager, Technology & Experiential Verizon</p> <p data-bbox="391 1392 1133 1467">Jennifer Cammarota Senior Manager, Sports Sponsorships & Events Verizon</p>
10:15am	<p data-bbox="391 1549 1312 1625">PERNOD RICARD: NOT JUST A BRAND YOU BUY, BUT A BRAND YOU EXPERIENCE</p> <p data-bbox="391 1669 1349 1793">With a unique portfolio of international premium brands encompassing every major category of wines and spirits, Pernod Ricard has the most comprehensive portfolio in the market. In this session, hear how the</p>

TIME	EVENT DETAILS
	<p>company is leveraging experiential marketing to deliver on its brand platform: Our brand is not just one you buy, it is one you experience.</p> <p>Kim Haney Senior Manager, Experiential Marketing, Partnerships & Consumer Engagement Pernod Ricard USA</p>
10:55am	<p>Red Bull (& Coffee!) Networking Break</p>
11:20am	<p>BEST PRACTICES IN SPONSORSHIP MEASUREMENT</p> <p>ANA has embarked on a year-long project to identify best practices for improving sponsorship measurement. This session will share progress to date and request input from attendees on ideas to enhance sponsorship measurement.</p> <p>Pamela Gross Senior Manager ANA</p>
11:40am	<p>LG ELECTRONICS & THE HAPPIEST 5K</p> <p>With over 5 million runners worldwide, The Color Run is one of the largest event series on the planet. In this session, learn why LG is partnering with The Happiest 5K and how the brand is leveraging this lighthearted and unique partnership to both showcase the brand and encourage consumers to interact with its product.</p> <p>Speaker: TBA LG Electronics</p>
12:20pm	<p>Red Bull Arena Tour</p> <p>Join us for a guided tour of Red Bull Arena, one of North America's greatest soccer-specific venues, and learn how partnerships continue to drive fan experiences</p>
12:55pm	<p>Luncheon</p>

TIME	EVENT DETAILS
1:45pm	<p data-bbox="391 300 1214 331">CREATING HEROIC EXPERIENCES / CREATING HEROIC WORK</p> <p data-bbox="391 375 1386 585">Heroic work doesn't just happen, there are ingredients to its success and there are failures to recognize and learn from along the way. Facebook's Lori Ann Pope will share with the audience her three truths of experiential marketing with examples from her experiences – as well as the work that's been celebrated along the way.</p> <p data-bbox="391 623 1320 695">Lori Ann Pope Head of Event Marketing, Global Small Business Group Facebook Inc.</p>
2:25pm	<p data-bbox="391 783 1268 814">LEVERAGING DATA TO OPTIMIZE SPONSORSHIP PERFORMANCE</p> <p data-bbox="391 856 1386 1066">You can't manage what you don't measure. An old adage that rings true today, even more so considering how much data we have available. In this session, see case study examples of how Hookit is helping brands filter through the sea of data to measure, optimize, and grow their sponsorship performance.</p> <p data-bbox="391 1104 789 1176">Cameron Davis Global Brand Strategy Hookit</p>
3:05pm	<p data-bbox="391 1255 695 1287">Conference Adjourns</p>