



EU4Business

# EU4Business: Connecting Companies

**CAPACITY BUILDING “TRAINING PROVIDED FOR ARMENIAN BSOs” in Yambol, Bulgaria**

**WINEBIZZ-** increasing trade and cooperation in the wine sector between the Bulgarian and Armenian SMEs and BSOs (ID1002)

18.09.2022, Sunday

Marian Kanev

EUROCHAMBRES



# EU4Business:



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## Connecting Companies

THE PROJECT IS SUPPORTED BY THE EU4BUSINESS: CONNECTING COMPANIES (ENI/2019/411-865 – EU4BCC) PROJECT, WHICH IS MANAGED BY EUROCHAMBRES AND FUNDED UNDER THE EU4BUSINESS INITIATIVE OF THE EUROPEAN UNION.

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More information

- [eu4bcc@eurochambres.eu](mailto:eu4bcc@eurochambres.eu)
- [connectingcompanies.eu](http://connectingcompanies.eu)

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ПРОЕКТЪТ „WINEBIZZ”



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## BRANDING

for the Wine production and trading industry

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Much like recognizing a person just by looking at them visually, a company must be easily identified by its visualisation:

Logo, color theme, tone (the feelings it evokes), website

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Most of us can recognize a famous person just by their silhouette:



<http://clipart-library.com/clip-art/silhouette-of-famous-people-12.htm>

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And this is what a Business' goal is:

**Being recognized easily and widely**

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Many companies have already achieved that and we can easily recognize them just by their logos:



<https://www.behance.net/gallery/100806427/All-Famous-Brand-Logo-Folio-Logo-Anatomy-and-Designer>

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## Connecting Companies

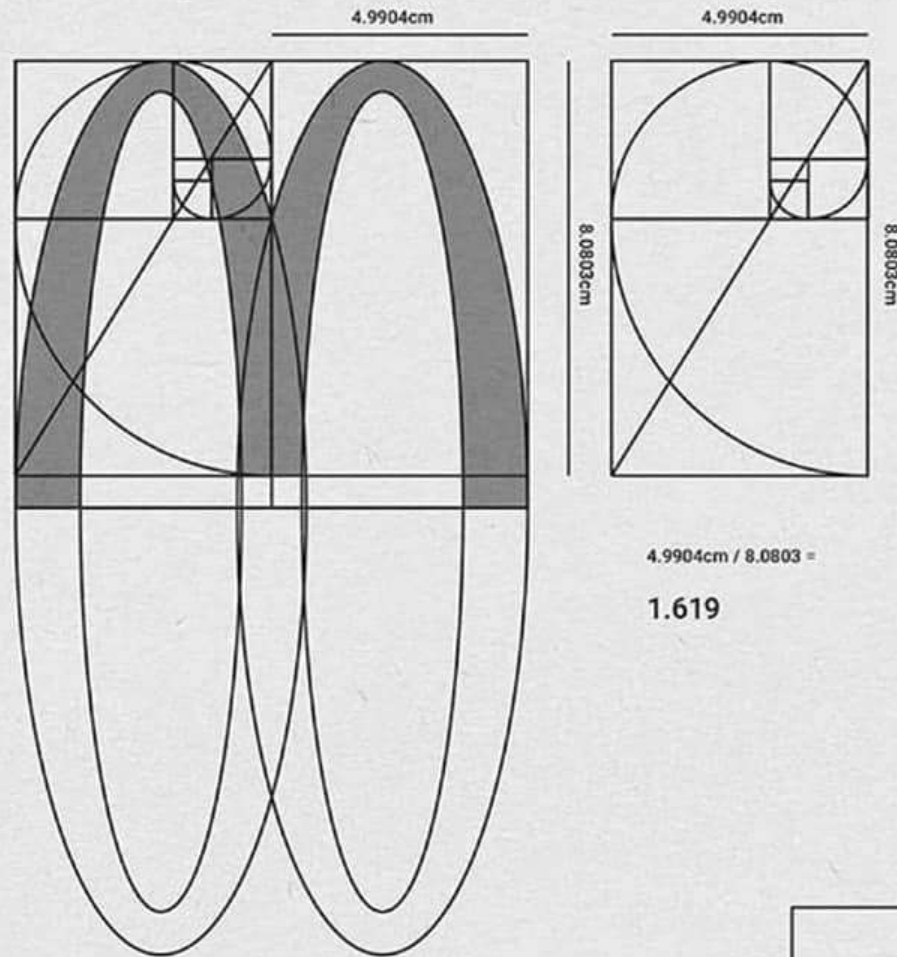
Visualization is very important for the branding - many designs are inspired by nature but also by the applied sciences like mathematics.

Brand logos are usually derived from circles, symmetrical lines, fibonacci spirals.

DESIGNER  
Jim Schindler

CONTRACTOR  
McDonalds

DATE  
1962



#### REFERENCE

In 1962, designer Jim Schindler was hired to create a more "corporate" logo. He designed the golden arches logo most recognizable today, but based it on the previous representation of the arches that was on the Speedy sign. An early version of the golden arches logo was evident in the sign in front of that first restaurant. Constructed from another yellow arch, the top of the sign featured "Speedy" and the two yellow arches, with the roof line transecting them.



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But a good recognizable feature could be the font:



<https://manageartworks.com/blog/all-about-fonts-text-and-line-widths/>

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The Coca-Cola bottle:

“bottle so distinct that you would recognize it by feel in the dark or lying broken on the ground.”

## Root Glass Company

When the team came across an illustration of a cocoa bean that had an elongated shape and distinct ribs, they had their shape.

Today, it is indeed a shape recognized by all who want to enjoy an ice cold, delicious and refreshing Coca-Cola.



<https://www.coca-colacompany.com/company/history/the-history-of-the-coca-cola-contour-bottle>

<https://boingboing.net/2015/10/22/why-does-the-iconic-coke-bottle.html>

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Many companies in the Wine industry are also designing their own unique bottles as a part of their branding message.

For example the bent neck of J. P. Chenet is not only unique but also gives the feel of a handmade imperfect glass blown wrongly by the glassblower.



<https://www.jpchenet.com/notre-histoire>

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A good branding does not only concern the visualization but also the tone or the feelings that it evokes in the people a company interacts with or tries to reach.

The famous branding expert *Marty Neumeier* has said:

“A logo is not a brand. A brand is not an identity. A brand is not a product. A brand is a person’s gut feeling about a product, service, or organization.”

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Businesses have to consider how their audience feels when it interacts with the brand - not the other way around, business owners cannot instruct their customers how they should feel.

Instead, business owners have to ask questions and the audience answers of those questions will prove to be invaluable.

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Now let's look at some branding examples in the Wine industry:

<https://www.behance.net/gallery/100806427/All-Famous-Brand-Logo-Folio-Logo-Anatomy-and-Designer>

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A part of the company branding are the people it employs, the culture in the place of work, partnerships it has and even places where it sells its products.

<https://www.behance.net/gallery/100806427/All-Famous-Brand-Logo-Folio-Logo-Anatomy-and-Designer>

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Resources:

Steal this idea (by Marty Neumeier): <https://www.martyneumeier.com/steal-this-idea-1>

<https://www.mcclaincellars.com/top-15-most-asked-questions-about-wine-answered/>

<https://www.mcclaincellars.com/top-15-most-asked-questions-about-wine-answered/>

<https://sparkandbloomstudio.com/journal/2019/10/22-on-the-importance-of-feeling-in-branding>

<https://medium.com/@ozankarakocdesign/what-does-your-brand-make-people-feel-e0f228984292>

<https://www.behance.net/gallery/100806427/All-Famous-Brand-Logo-Folio-Logo-Anatomy-and-Designer>

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# EU4Business:

## Connecting Companies ПРОЕКТЪТ „WINEBIZZ”



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WordPress eCommerce:

# Planning Your Site



**Be realistic. It is not 'Get Rich Quick'.**

Is there a **unique story** behind  
your business?

**Who is your ideal customer?**

**Where is your ideal customer  
located?**

What **products or services** do you offer?

**How many products or services  
do you offer?**

What **categories** do they fall into?

**Who are your competitors?**

**What do you do differently?**

**Choose a unique brand, logo  
and domain?**

**How are you going to promote  
your website?**

You are responsible for the  
**security** of your website?

# Payment Gateways



**Provide the facilities for you to  
collect payments online.**

You can choose from **hundreds of options.**



stripe

Vary in **fees** per transaction  
and **payment times**.

## Transaction fees.

Payment type	Australian	International
Online payments	2.6% + \$0.30	3.6% + fixed fee
Website Payments Pro – Hosted Solution*	1.75% + \$0.30	3.6% + fixed fee
Invoices	2.6% + \$0.30	3.6% + fixed fee
PayPal Here card reader	1.95%	1.95%
PayPal Here – manual entry	2.9% + \$0.30	2.9% + fixed fee
Virtual Terminal*	3.6% + \$0.30	4.6% + fixed fee
Donations**	1.1% + \$0.30	2.1% + fixed fee



<https://www.paypal.com/au/webapps/mpp/paypal-seller-fees>

### INTEGRATED

Access a complete payments platform with simple, pay-as-you-go pricing

1.75% + A\$0.30

for domestic cards

2.9% + A\$0.30

for international cards

Everything you need to manage payments

### CUSTOMIZED

Design a custom package for your business

Available for businesses with large payments volume, or unique business models

Volume discounts

Interchange pricing



## PRICING

Enjoy flat rate transaction fees

Across all Mastercard & Visa transactions for both domestic & international cards

**1.5% + 25c per transaction**



**2.2%**

Per transaction

<https://squareup.com/au/en/ecommerce>



**100 dog beds per month**

**x \$100 per bed**

**= \$10,000 per month**

**\$290 – PayPal**

**\$220 – Square**

**\$205 – Stripe**

**\$110 per month difference**

**\$1,320 per year difference**

**PayPal Button**



# Why Choose This Option?

- Easy to setup
- Ideal for a single product or only few
- Add code to 'Text' view on your page/post
- Add code to a custom HTML widget

# Preparing Your Button

PayPal Developer

Smart Payment Buttons Integration

## INTEGRATION

Client

Server

## FEATURES

Horizontal

Style

Responsive

Radio Fields

## Client integration

Create Smart Payment Buttons

1. Edit the code

2. Try the button



3. Copy code to your site

```
1
2 <!DOCTYPE html>
3
4 <html>
5   <!-- Add meta tags for mobile and IE -->
6   <meta name="viewport" content="width=device-width, initial-scale=1">
7   <meta http-equiv="X-UA-Compatible" content="IE=edge" />
8 </head>
9
10 <body>
11   <!-- Set up a container element for the button -->
12   <div id="paypal-button-container"></div>
13
14   <!-- Include the PayPal JavaScript SDK -->
15   <script src="https://www.paypal.com/sdk/js?client-id=sb&currency=USD"></script>
16
17   <script>
18     // Render the PayPal button into #paypal-button-container
19     paypal.Buttons({
20
21       // Set up the transaction
22       createOrder: function(data, actions) {
23         return actions.order.create({
24           purchase_units: [{
25             amount: {
26               value: '0.01'
27             }
28           }
29         ]});
30
31       },
32
33       // Finalize the transaction
34       onApprove: function(data, actions) {
35         return actions.order.capture().then(function(details) {
36           // Show a success message to the buyer
37           alert('Transaction completed by ' + details.payer.name.given_name + '!');
38
39         });
40       }
41     });
42   </script>
43 </body>
44 </html>
```

**WooCommerce**



## Dogs

Default sorting



Showing all 6 results



### Your Cart

No products in the cart.

### Search Products



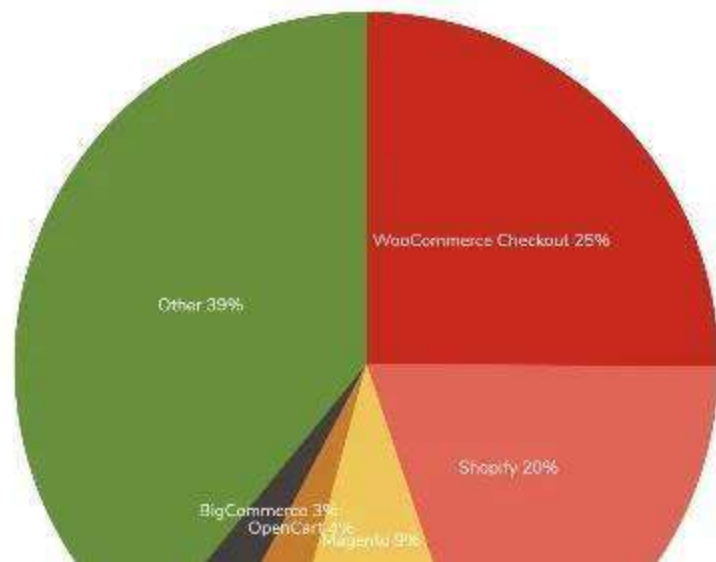
# Why Choose This Option?

- More features, but more involved to configure
- Ideal for multiple products and variations
- Allow visitors to add items to cart and checkout
- Send order notifications to you and customer
- View orders
- Notify customer of order progress
- Flexibility to add extra features to the shop such as gift vouchers, subscriptions or downloads.

# WooCommerce

## eCommerce Usage Distribution in the Top 1 Million Sites

Distribution for websites using eCommerce technologies





## Chew Ropes

\$8.00

Assorted sizes and colors for endless fun!

1

ADD TO CART

No products in the cart.

Your Cart

No products in the cart.

Search Products

## Cart

	Product	Price	Quantity	Total
	 <a href="#">Chew Ropes</a>	\$8.00	<input type="text" value="1"/>	\$8.00

Coupon code  [APPLY COUPON](#) [UPDATE CART](#)

### Search Products

Accessories

[Birds](#)

[Cats](#)

[Dogs](#)

[Rodents](#)

Cages & Aquariums

[Birds](#)

## Checkout

Returning customer? [Click here to login](#)

Have a coupon? [Click here to enter your code](#)

### Billing details

First name \*

Last name \*

Company name

### Your order

Product	Total
Chew Ropes × 1	\$8.00

### Search Products

#### Accessories

[Birds](#)

[Cats](#)

[Dogs](#)

[Rodents](#)

#### Cages & Aquariums

[Birds](#)

[Cats](#)

[Dogs](#)

[Fish](#)

#### Food & Treats

Product data — Simple product ▼ Virtual:  Downloadable:

**General**

Regular price (£)

Sale price (£)  [Schedule](#)

Tax status  ?

Tax class  ?

**Inventory**

**Shipping**

**Linked Products**

**Attributes**

**Advanced**

**Get more options**

<https://docs.woocommerce.com/document/managing-products/>

Product data — Simple product  Virtual:  Downloadable:

**General**

SKU

**Inventory**

Manage stock?  *Enable stock management at product level*

**Shipping**

Stock status

**Linked Products**

**Attributes**

Sold individually  *Enable this to only allow one of this item to be bought in a single order*

**Advanced**

<https://docs.woocommerce.com/document/managing-products/>

Product data — Simple product  Virtual:  Downloadable:

General

Weight (lbs)

Inventory

Dimensions (in)

Shipping

Shipping class

Linked Products

Attributes

Advanced

<https://docs.woocommerce.com/document/managing-products/>

Product Data — Simple product  Virtual:  Downloadable:

- General
- Inventory
- Shipping
- Linked Products
- Attributes
- Advanced

Up-Sells

Cross-Sells

Grouping

silh

#21 - Ninja Silhouette T-Shirt

Choose a grouped product...

<https://docs.woocommerce.com/document/managing-products/>

## Product Categories

All Product Categories Most Used

Accessories

Clothing

T-Shirts

[+ Add New Product Category](#)

— Parent Product Category —



Add New Product Category

## Product Tags

Add

*Separate Product Tags with commas*

Product data —

Variable product

General

Default Form Values: ? Black

Inventory

Add variation

Go

Shipping

2 variations (Expand / Close)

Linked Products

#41 Black

Attributes

Variations



SKU ?

Advanced





Enabled:  Downloadable:  Virtual:  Manage stock?

Regular price (\$)

Enable this option if a product is not shipped or there is no shipping cost

\$) [Schedule](#)

35

<input type="checkbox"/>		<b>Woo Ninja</b> ID: 47   <a href="#">Edit</a>   <a href="#">Quick Edit</a>   <a href="#">Trash</a>   <a href="#">View</a>   <a href="#">Duplicate</a>	-	In stock	\$30.00-\$35.00	Clothing, Hoodies	-	 	2013/0 Publish
<input type="checkbox"/>		<b>Ship Your Idea</b>	-	In stock	<del>\$35.00</del> \$30.00-\$35.00	Clothing, Hoodies	-	 	2013/0 Publish

<https://docs.woocommerce.com/document/managing-products/>

[Dashboard](#)

[Jetpack](#)

[Posts](#)

[Media](#)

[Pages](#)

[Comments](#)

[WooCommerce](#)

[Orders 2](#)

## Coupons Screen Options ▾ Help ▾

All (1) | Published (1) Search coupons

Bulk Actions ▾ Apply Show all types ▾ Filter 1 item

<input type="checkbox"/>	Code	Coupon type	Coupon amount	Description	Product IDs	Usage / Limit	Expiry date
<input type="checkbox"/>	myfirstcoupon	Percentage discount	50	Half off sale	-	0 / ∞	-
<input type="checkbox"/>	Code	Coupon type	Coupon amount	Description	Product IDs	Usage / Limit	Expiry date

Bulk Actions ▾ Apply 1 item

### Coupon data ▲

[General](#)

[Usage restriction](#)

[Usage limits](#)

Discount type ▼

Percentage discount

Coupon amount ?

50

Allow free shipping

*Check this box if the coupon grants free shipping. A [free shipping method](#) must be enabled in your shipping zone and be set to require "a valid free shipping coupon" (see the "Free Shipping Requires" setting).*

# Orders [Add order](#)

Screen Options ▾

Help ▾

All (5) | [Trash \(1\)](#) | [Pending payment \(1\)](#) | [Processing \(1\)](#) | [On hold \(1\)](#) | [Completed \(2\)](#)

Search orders

Bulk Actions ▾  All dates ▾ Search for a customer... ▾

<input type="checkbox"/>	Order		Date	Status	Ship to	Total	Actions
<input type="checkbox"/>	#268 Cy Snowman		22 hours ago	Completed	Cy Snowman, 1000 Arctic Circle, Minneapolis, MN 55111	\$9.00	
<input type="checkbox"/>	#176 Froggy Greenfield		Jan 28, 2018	Pending payment	Froggy Greenfield, 313 Lily Pad, Pond, TN 37027 <i>via Free Shipping</i>	\$53.00	<input type="button" value="⋮"/> <input type="button" value="✓"/>
<input type="checkbox"/>	#191 Sunny Aviator		Jan 27, 2018	Completed	Sunny Aviator, 1946 Blue Angels Ave, Pensacola, FL 32503 <i>via Free Shipping</i>	\$55.00	
<input type="checkbox"/>	#229 Dan TheMan		Jan 20, 2018	Processing	Dan TheMan, 123 Rodeo Drive, Beverly Hills, CA 90210 <i>via Local pickup</i>	\$0.00	<input type="button" value="✓"/>
<input type="checkbox"/>	#175 Lana Frosun		Jan 10, 2018	On hold	Lana Frosun, 555 Windy City Drive, Chicago, IL 60620 <i>via Free Shipping</i>	\$15.00	<input type="button" value="⋮"/> <input type="button" value="✓"/>
<input type="checkbox"/>	Order		Date	Status	Ship to	Total	Actions

Bulk Actions ▾

## Edit order [Add order](#)

### Order #268 details

Payment via other

#### General

Date created:

2018-01-31 @ 21 : 11

Status:

Completed ▾

Customer:

Guest ▾

#### Billing


Cy Snowman  
1000 Arctic Circle  
Minneapolis, MN 55111

Email address:  
[snowguy@cold.com](mailto:snowguy@cold.com)

Phone:

#### Shipping

Cy Snowman  
1000 Arctic Circle  
Minneapolis, MN 55111

Item	Cost	Qty	Total	State
 <a href="#">Woo Album #2</a>	\$8.41	× 1	\$8.41	\$0.59
			State:	\$0.59
			Total:	\$9.00

Refund

This order is no longer editable

#### Order actions

Choose an action... ▾

[Move to trash](#)

[Update](#)

#### Order notes

Order details manually sent to customer.

added on January 31, 2018 at 21:17 by onekoo-kat [Delete note](#)

Order status changed from Pending payment to Completed.

added on January 31, 2018 at 21:17 by onekoo-kat [Delete note](#)

Add note 

Private note ▾

[Add](#)

# WooCommerce Extensions

## All Extensions

Customize your eCommerce store with official extensions for WooCommerce.



### Popular Topics

Stripe, Subscription, Booking, PayPal, Amazon, Square, Google, Checkout, Membership, Invoice, Facebook, Pinterest, Shipping, ShipStation

### Other Categories:

Developed by Woo

Product Type

Store Management

Free

Marketing

Payments

Enhancements

Shipping

## PayPal Checkout

PayPal Checkout now with Smart Payment Buttons™, dynamically displays, PayPal, Venmo, PayPal Credit, or other local payment options in a single stack giving customers the choice to pay with their preferred option.

FREE! VIEW EXTENSION >

# Leverage Reviews

- WooCommerce > Settings > Products

## Reviews

### Enable reviews

- Enable product reviews
- Show "verified owner" label on customer reviews
- Reviews can only be left by "verified owners"

### Product ratings

- Enable star rating on reviews
- Star ratings should be required, not optional

# Leverage Reviews

## KONG Classic Dog Toy - Customer Reviews - Chewy.com

<https://www.chewy.com> › [kong-classic-dog-toy](#) › [product-reviews](#) › [revie...](#) ▼

★★★★★ Rating: 4.5 - 1,506 reviews

Find honest and helpful **reviews** for **KONG Classic Dog Toy** at Chewy.com. Read what other Chewy lovers have to say about our **pet products**, plus enjoy FREE ...

# Marketing Your Site



# Know Your Data

- Understand your data and your customers
- Use tools to help you such as:
  - Use Google Analytics (use eCommerce tracking) <https://analytics.google.com/analytics/web/>
  - Use Google Search Console - <https://search.google.com/search-console/about>
  - Use Heatmap Tracking - <https://www.hotjar.com>
- WooCommerce Built In Reports- <https://docs.woocommerce.com/document/reports>

Orders

Customers

Stock

Taxes

Sales by date | Sales by product | Sales by category | Coupons by date | Customer downloads

Year

Last month

This month

Last 7 days

Custom: yyyy-mm-dd - yyyy-mm-dd

Go

↓ Export CSV

\$64.00

gross sales in this period

\$9.14

average gross daily sales

\$63.41

net sales in this period

\$9.06

average net daily sales

2

orders placed

3

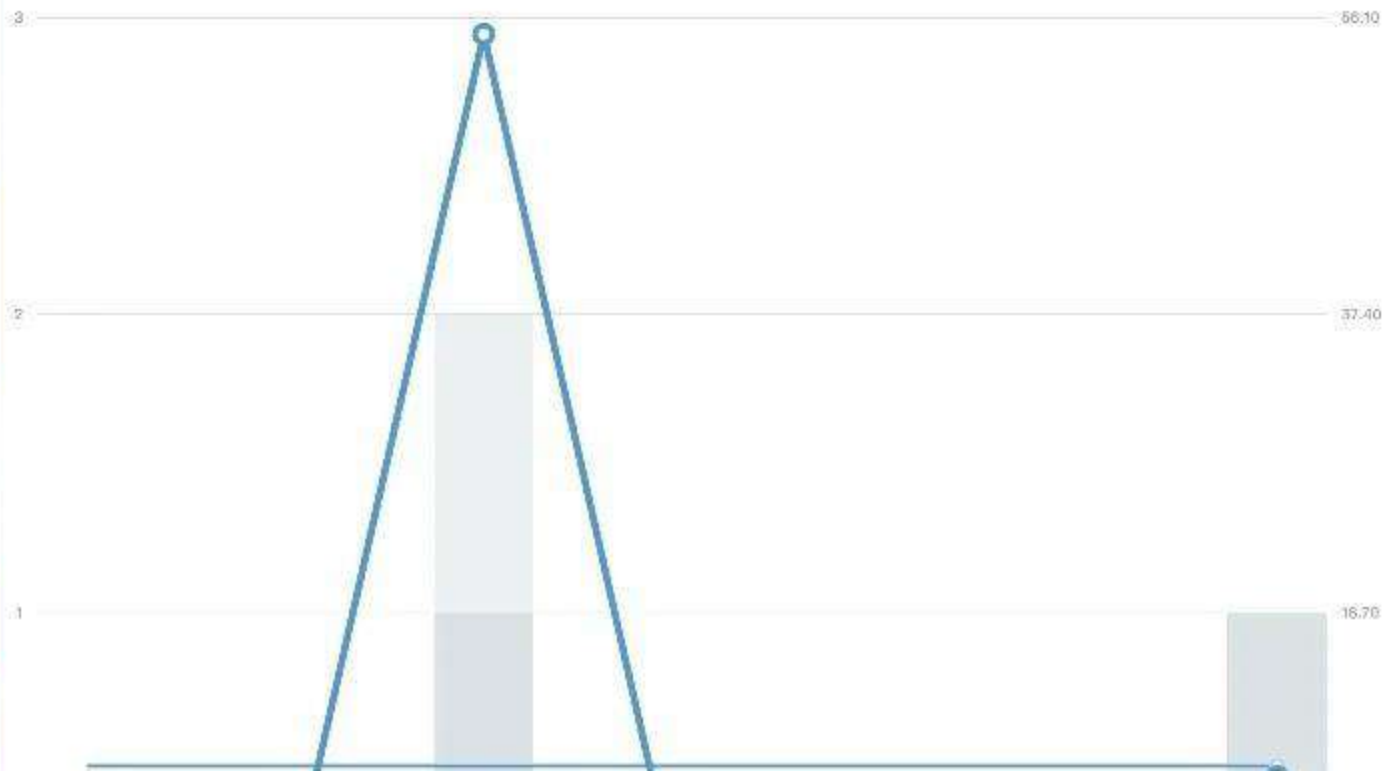
items purchased

\$0.00

refunded 0 orders (0 items)

\$0.00

charged for shipping



VIEW



All Ecommerce



View Settings



User Management



Goals



Content Grouping



Filters



Channel Grouping



Ecommerce Settings

PERSONAL TOOLS & ASSETS



Segments



Annotations

## Ecommerce set-up



Enable Ecommerce [Edit](#)

Status: ON

2

### Enhanced Ecommerce Settings

Enable Enhanced Ecommerce Reporting

ON

**Checkout Labeling** OPTIONAL

Create labels for the checkout-funnel steps you identified in your ecommerce tracking code. Use easily understood, meaningful names as these will appear in your reports.

FUNNEL STEPS

1. Review Cart



2. Collect Payment Info



3. Confirm Purchase Details



4. Receipt



+ Add funnel step

# How Are People Going To Find You?

- Offline
  - Word of Mouth
  - Events
  - Awards
- Online
  - Organic Search
  - Paid Search (Google Ads, Facebook Ads etc.)
  - Social Media
  - Content Marketing



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More information

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- connectingcompanies.eu

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The graphic includes the EU4Business logo, social media icons for Facebook, LinkedIn, and Twitter, an email icon, a globe icon, and a central cluster of colorful icons representing various business and communication functions.



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## Connecting Companies ПРОЕКТЪТ „WINEBIZZ”



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# Connecting Companies ПРОЕКТЪТ „WINEBIZZ”



The importance of Social media presence - when and how?



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## Connecting Companies

### Traditional marketing

- Television
- Radio
- Newspapers
- Magazines
- Billboards
- Flyers

### Digital marketing

- Publications on your own website
- YouTube videos
- Social media websites
- Retargeting advertising
- Rating and review websites
- Search engines



## Connecting Companies

### Differences between Traditional and Digital marketing

- ✓ Traditional marketing relies on getting the attention from another activity - Digital marketing is targeting the user directly.
- ✓ Traditional marketing is made for mass consumption by many users - Digital marketing is personal, targeting just one user.
- ✓ Traditional marketing is quite expensive as it's paid by the number of views, time or placement - Digital marketing is much cheaper and the same production can be shown over and over again.
- ✓ Traditional marketing is expensive to produce as it has to be very intriguing to be noticed - Digital marketing can be created on a budget.

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## Connecting Companies

### Differences between Traditional and Digital marketing

Traditional marketing is one sided, you show the advertisement in a hope that someone sees it, writes down your phone number and calls.

In Digital marketing the connection is two-way and interactive, the customer can leave comments, share the publication on social media, leave a review, read additional information or watch a video, compare different products, chat with a representative, buy immediately.

The Digital marketing takes the user deeper in the journey to turn him or her from a visitor into a customer.



## Connecting Companies

### EXAMPLES OF ADS

#### Traditional marketing

- Image in a magazine
- Article in a newspaper
- Spot video advertisement on a TV
- Spot audio advertisement on radio
- Billboard on the highway

#### Digital marketing

- Your own webpage, facebook page or AirBnB page
- Display add on a similar or complementary website
- Blog post on a big platform or niche website
- YouTube video
- iTunes podcast
- Advertisement in a search engine
- Posts on social networks
- Retargeting
- Email marketing

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# TOOLS TO MARKET YOUR BUSINESS

FREE tools that you have to start using today



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**The two most effective social  
media networks are  
Facebook and YouTube**

**EU4Business:**



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**Although the modern person holds registrations in multiple social media networks they always find time to check their Facebook profile.**



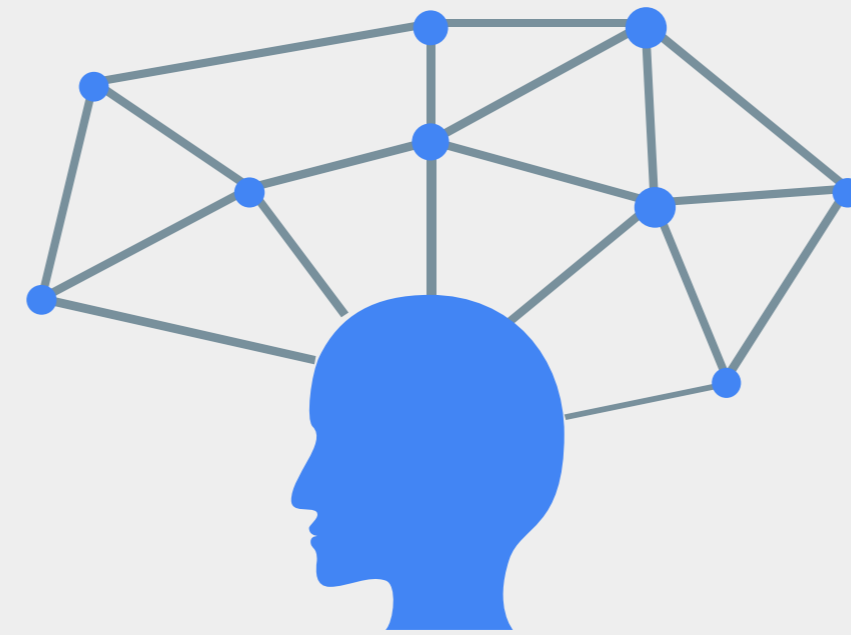
## Connecting Companies

Facebook is still the most engaging social network

55% of the users visit it more than once a day

Median visit length: 20 min

Average 14 visits\* per visitor per day



# pages vs. groups

10 reasons that you need both



## Connecting Companies

### FACEBOOK PAGES VS. FACEBOOK GROUPS

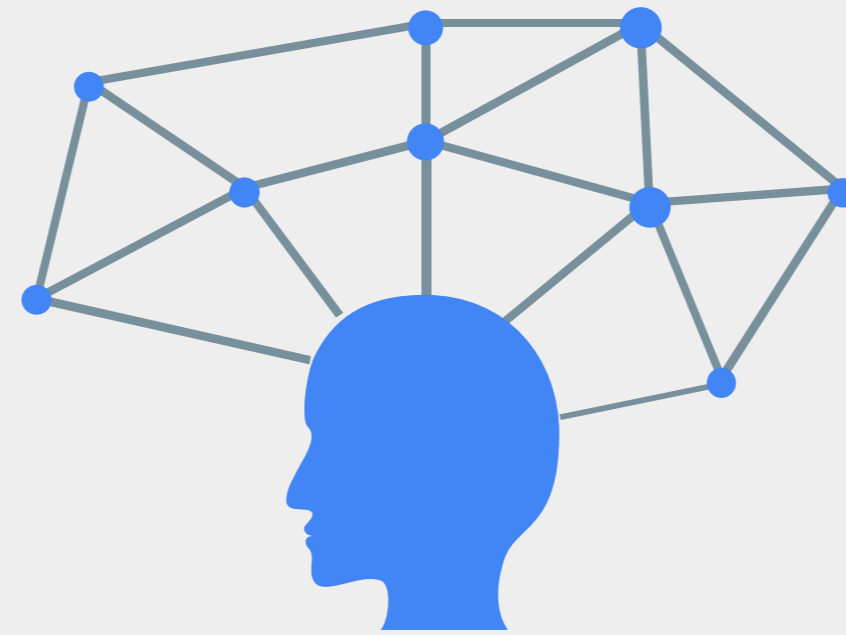
FEATURE	PAGE	GROUP
• Only Approve Certain People	No	Yes
• Make Page/Group secret	No	Yes
• Page/Group visible outside Facebook	Yes	No
• Add Applications to Page/Group	Yes	No
• Advertise Page/Group	Yes	No
• Analytics	Yes	No
• Run Contest Apps in Page/Group	Yes	No
• Participate on the Page/Group as Brand name	Yes	No
• Page/Group can e-mail members	No	Yes
• Collaborate on a Group Doc	No	Yes

## Connecting Companies



### Facebook Live video

- It's something that you can use in your profile, page or group.
- Research shows that 80% of people prefer watching a video instead of reading a blog post.
- 24% of people are more likely to purchase after watching a video.
- 39% of people say that they are more inclined to learn more about a company after watching a video about it.



# YouTube video

A research by [Cisco](#)\* shows that 69%  
of the Internet traffic in 2017 is from watching video.

\*Cisco Visual Networking Index: Forecast and Methodology, 2016–2021



## Connecting Companies

### Why YouTube?\*

- ✓ YouTube is the second most popular search engine
- ✓ YouTube has over 1 billion users who spend millions of hours every day watching videos
- ✓ Since march 2014 the number of YouTube viewers is growing by 40% every year
- ✓ YouTube is in 88 countries and translated into 76 languages
- ✓ Huge mobile device consumption - over 50% of the videos on YouTube are viewed on mobile phones

\* Official information by [YouTube](#)

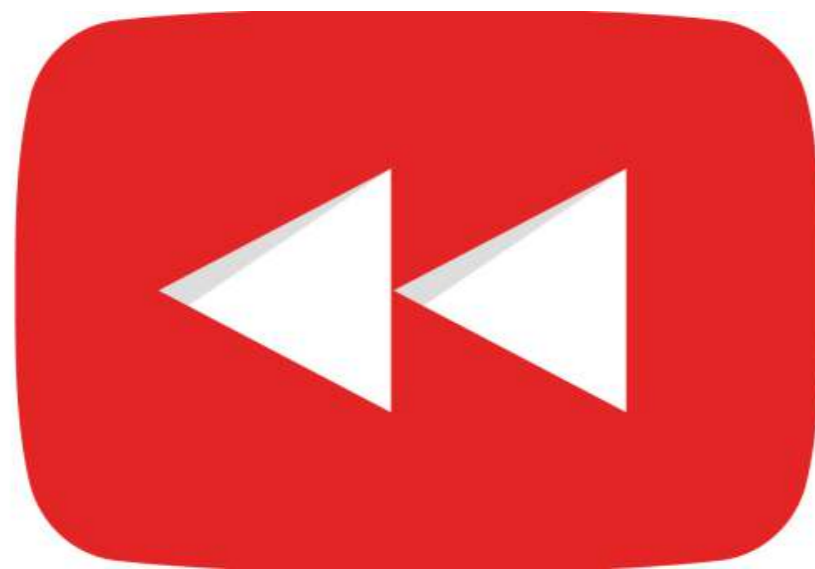
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# YouTube is also a social network



The fact that YouTube is also a Social network means that besides free video clip hosting you can Share, Comment, Subscribe, add to Favorites and make friends.

All these possibilities draw people with similar interests to your videos.



## Connecting Companies

### How do you take advantage of YouTube?

- Start with creating a Channel. The name of the channel has to be connected to what you do and what you represent.
- Describe what the Channel is for in the description field. This is important so others can find you easier.
- Your marketing success relies on your YouTube subscribers. Create interesting and amusing videos to attract more people.
- Post as many videos as you can. They should be connected to what you do and what you offer. You can post videos of other people using your service (after taking their permission of course).

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# Enhanced tools with Artificial Intelligence

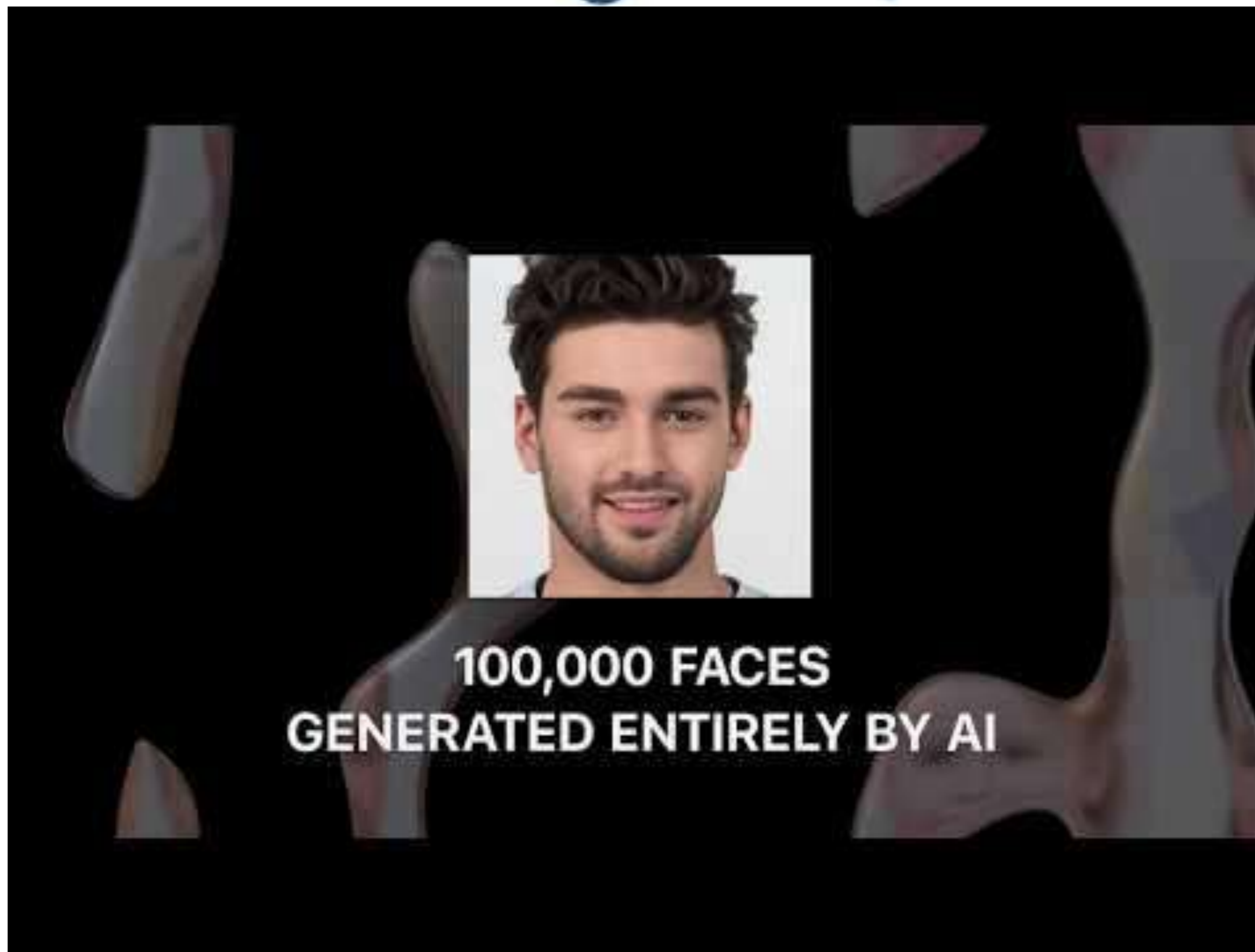
Ai can resolve privacy and copyright issues in the fields of  
Branding and Marketing

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<https://generated.photos/>

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[Logomaster.ai](https://logomaster.ai)

“Easy to use, beautiful results. Powered by AI, logomaster.ai helps business owners create beautiful logos.”

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[Lumen5.com](http://Lumen5.com)

“Social videos made easy Turn  
blog posts into thumb-  
stopping videos.”

Not powered  
by Ai  
[Fiverr.com](https://www.fiverr.com)



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# Thanks!

Any questions?

You can find me on Linked in: [Marian Kanev](#)

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**CAPACITY BUILDING “TRAINING PROVIDED FOR ARMENIAN BSOs” in Yambol, Bulgaria**

**WINEBIZZ-** increasing trade and cooperation in the wine sector between the Bulgarian and Armenian SMEs and BSOs (ID1002)

18.09.2022, Sunday

Marian Kanev



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Being remarkable it's all  
about YOU!



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## Connecting Companies



Why do we have to be remarkable?  
Why do goats climb trees?



## Connecting Companies

Why do we have to be remarkable?

The goats in Morocco are climbing just one type of tree:

Argania spinosa, commonly called argan tree.

It is prickly and thorny and produces small yellowish flowers, which then turn into quite small berries.

The seeds of the fruits are contained in a shell that is also surrounded by soft tissue and firm outer skin.

The fruits that are not consumed by humans but attract the goats to the Argan trees.

The farmers actively encourage the goats to climb the trees as soon as the fruit is ready for 2 reasons:



## Connecting Companies

Why do we have to be remarkable?

The nuts are not processed by the goat's stomach, and once the fruit enters one end of the goat, the kernel comes out cleaned from the other end of the goat.

The farmers collect and sell the nuts that are used to make argan oil for cosmetics.

# EU4Business: Connecting Companies



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Why do we have to be remarkable?

A farmer noticed that the goats on the trees attract many passing tourists who take photos.

# EU4Business: Connecting Companies



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Why do we have to be remarkable?

He decided to stop the tourists, tell them the story of the goats, and allow them to snap a picture with the goats.

Then he asks for a tip for the service.

# EU4Business: Connecting Companies



EU4Business

Why do we have to be remarkable?

Soon this became a very popular practice and all the farmers started to do the same thing.

And this service today has a larger economic share than the collection of the argan kernels for cosmetics.



## Connecting Companies

Why do we have to be remarkable?

Because of the ingenuity of the farmer and thanks to the sharing of many pictures and videos by tourists, Moroccan goats that climb trees today are a global phenomenon.



## Connecting Companies

Why do we have to be remarkable?

Before becoming part of the Internet marketing those goats were also known, but only on a local level and by a small number of people.

Now, anyone who sees a goat in a tree photo or video online wants to personally visit them and become part of this incredible experience and share it with friends on social networks.

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## Connecting Companies



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## Connecting Companies



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# EU4Business: Connecting Companies



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Why do we have to be remarkable?

The old rule of business was to create safe, simple products that people would use.

Then combine products with great marketing and advertising.



## Connecting Companies

Why do we have to be remarkable?

With the spread of the Internet, this is no longer enough.

You MUST be **REMARKABLE** in all aspects of the business - you need to make people talk about you: your **REMARKABLE** product, your **REMARKABLE** customer service;

and your **REMARKABLE** you.



## Connecting Companies

— Once upon a time there was \_.  
Every day, \_.  
One day \_.  
Because of that, \_.  
Because of that, \_.  
Until finally \_.

—  
*The Story Spine*

## Connecting Companies

**Once upon a time** there was a superhero named Mr. Incredible who was forced to live as an ordinary man in a society where superheroes were outlawed.

**Every day**, he grew more and more frustrated with his stifling, boring life.

**But one day**, he accepted a secret superhero job from a mysterious stranger.

**Because of that**, he fell into the diabolical trap of this mysterious stranger who turned out to be Syndrome, a super villain with a long-time grudge against Mr. Incredible.

**Because of that**, Syndrome was able to capture and imprison Mr. Incredible.

**Because of that**, Syndrome could now put his master plan into motion by setting a giant, killer-robot loose on civilization.

**Until finally**, Mr. Incredible escaped from his prison and foiled the villain by destroying the giant, killer-robot.

**And ever since then**, he was loved by all and able to be a Superhero again.

## Connecting Companies

— Once upon a time there was \_.  
Every day, \_.  
One day \_.  
Because of that, \_.  
Because of that, \_.  
Until finally \_.

—  
*The Story Spine*



## Connecting Companies

### **Storytelling exercise**

#### **Zoom-zoom stories**

**A person from the team tells their story.**

**While they talk the listeners ask them to:**

**zoom-in - give more details or**

**zoom-out - as little details as possible.**

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## Connecting Companies

**Thank you!**

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19.09.2022, Monday

Marian Kanev



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## Connecting Companies ПРОЕКТЪТ „WINEBIZZ”



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## Connecting Companies ПРОЕКТЪТ „WINEBIZZ”



Google Business Profile for SMEs in the wine industry



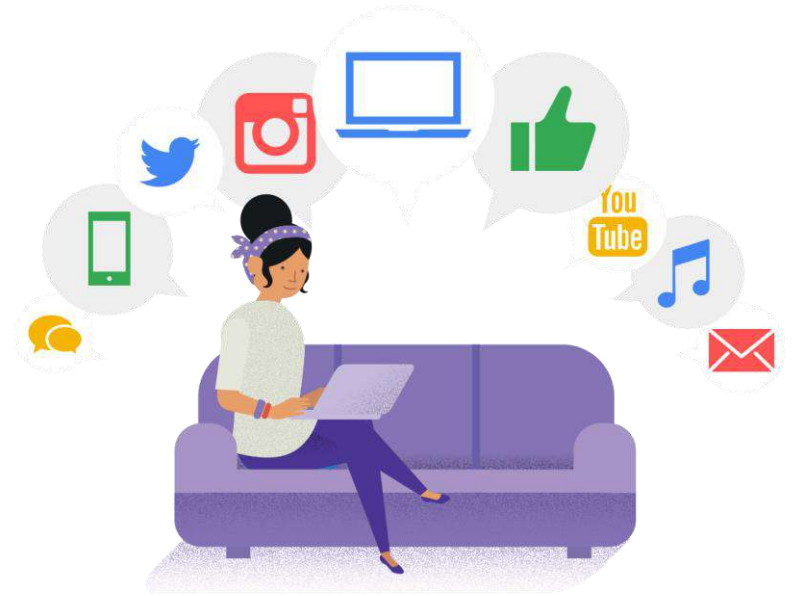
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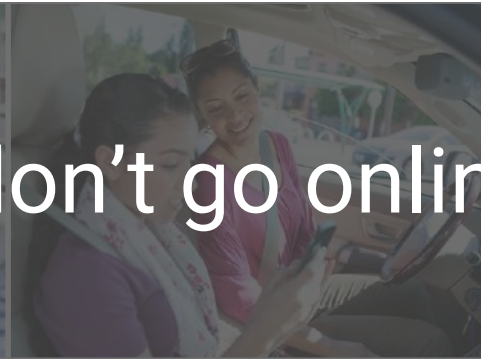
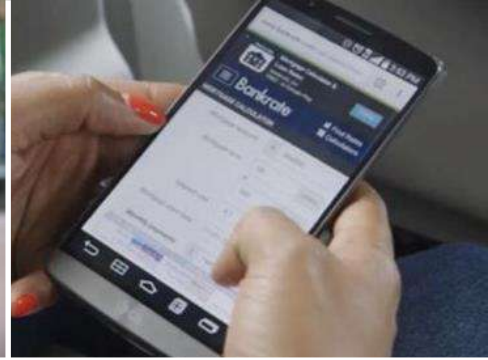
# Building an effective online presence



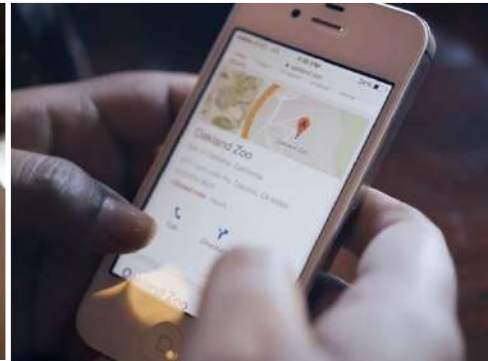
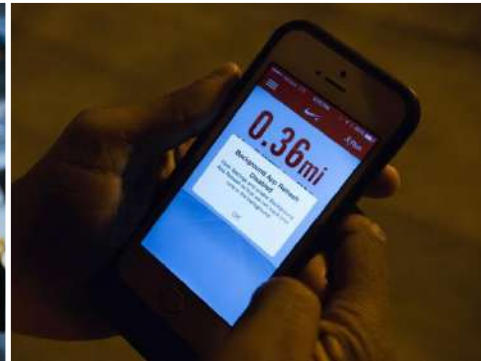
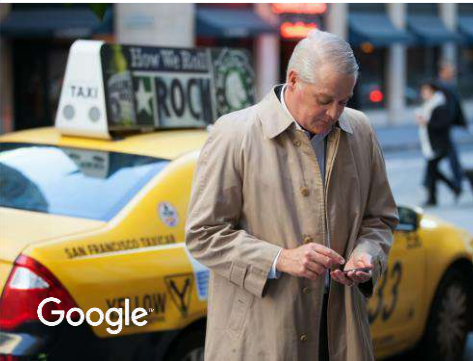
# Building an online presence

- Data and Trends
- 5 elements of success
  - Website
  - Local visibility
  - Online advertisement
  - Web analytics
  - Social media





We don't go online. We live online.



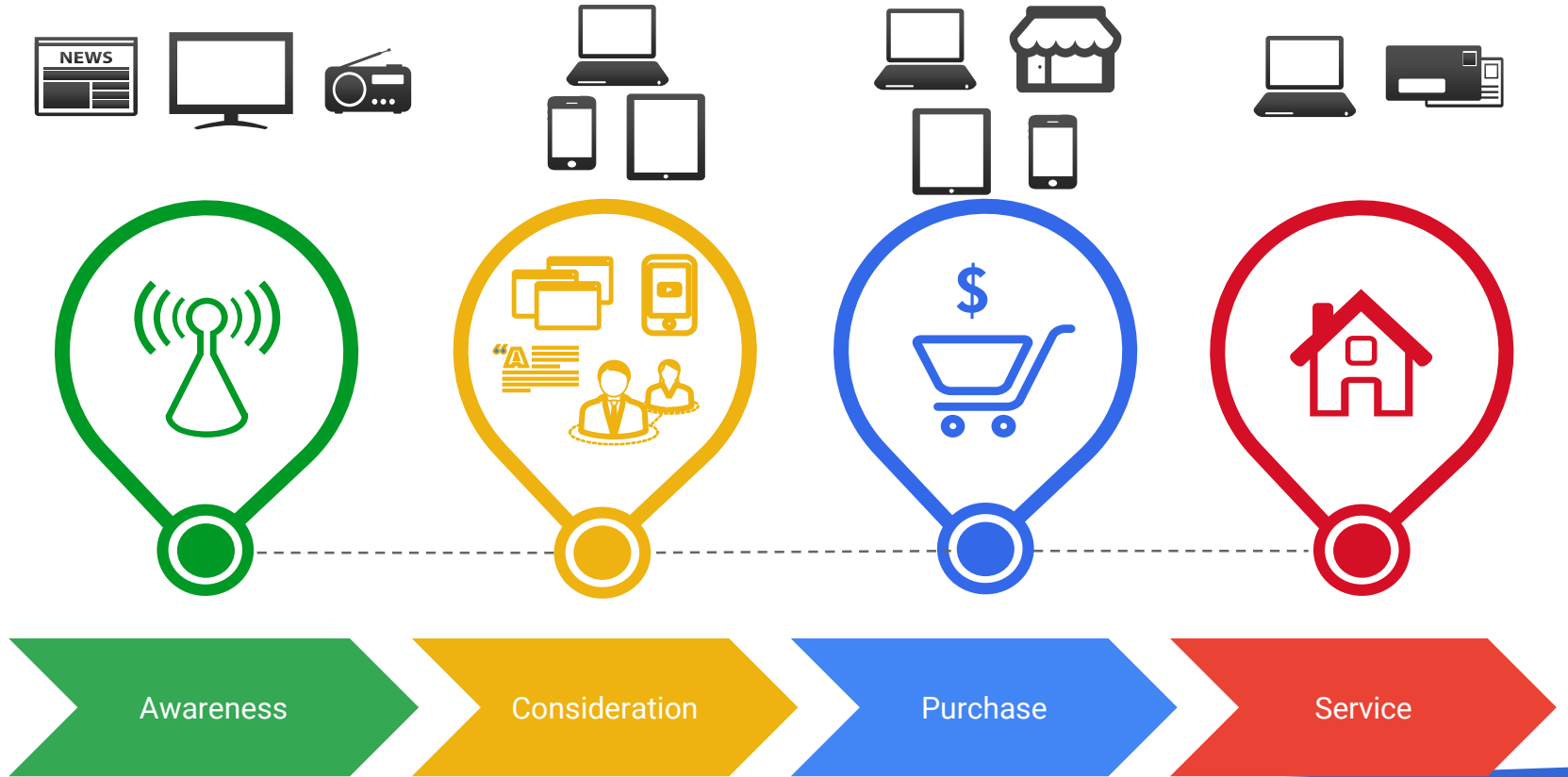
# Target audience

## Create your perfect client profile

- Describe real people – background, goals and character
- Use these profiles to think what would they expect from your website

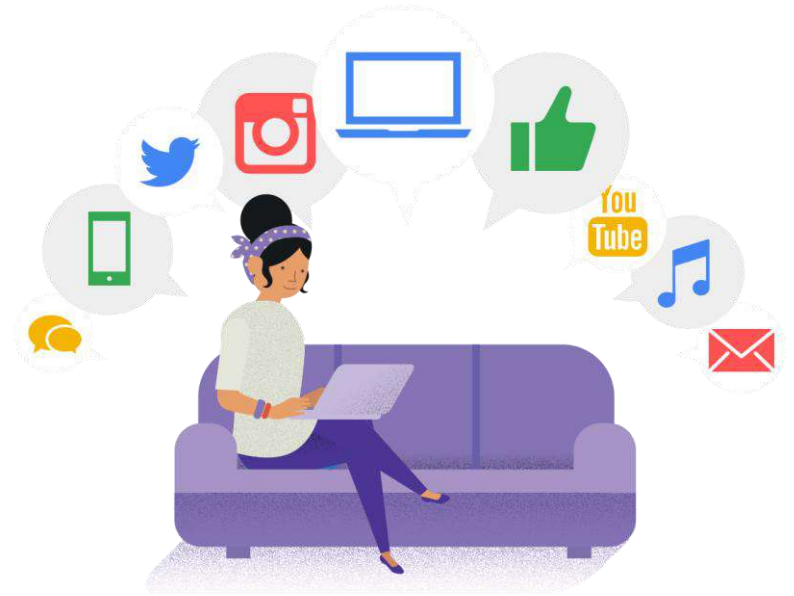


# Clients journey



# Building an online presence

- Data and Trends
- 5 elements of success
  - **Website**
  - Local visibility
  - Online advertisement
  - Web analytics
  - Social media



# Goals of your online presence - Ask questions

What do you want to present on your website?

What would your clients need to find out on your website?

What do you want your clients to do?

- To purchase?
- To call you?
- To sign up to your newsletter?

What kind of relationship you want to have with your clients?

Awareness

Consideration

Purchase

Service

# Website design



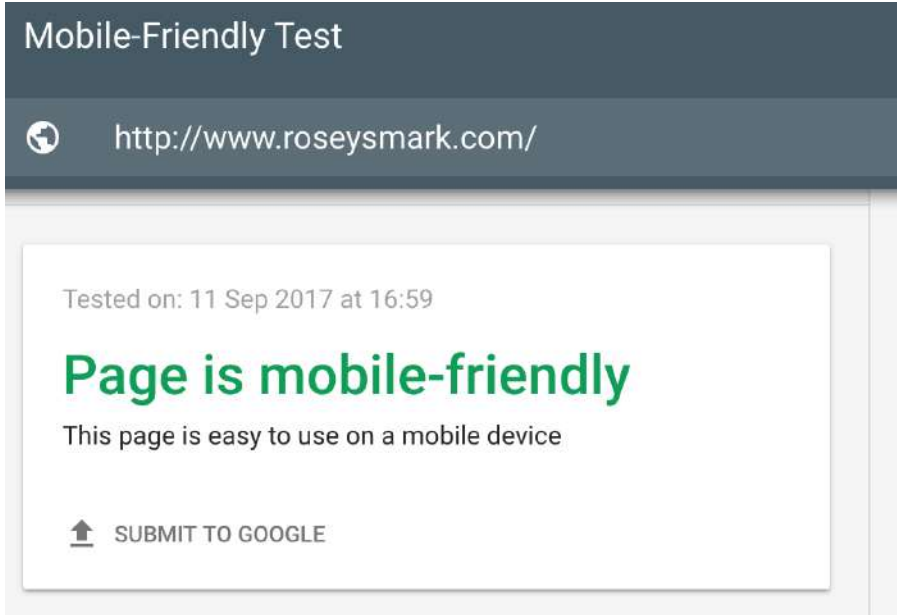
- ✓ Easy navigation
- ✓ Logo that goes to the Home page on click
- ✓ Menu that looks and functions well on mobile devices
- ✓ Contacts and a Map
- ✓ Search functionality

# Website content



- ✓ Clear and unique proposal
- ✓ A clear call to action - what do you want them to do?
- ✓ Prices - Offers - Catalogue
- ✓ Unique and fresh content
- ✓ Relevant keywords

# Optimising for all devices



Mobile-Friendly Test

http://www.roseysmark.com/

Tested on: 11 Sep 2017 at 16:59

**Page is mobile-friendly**

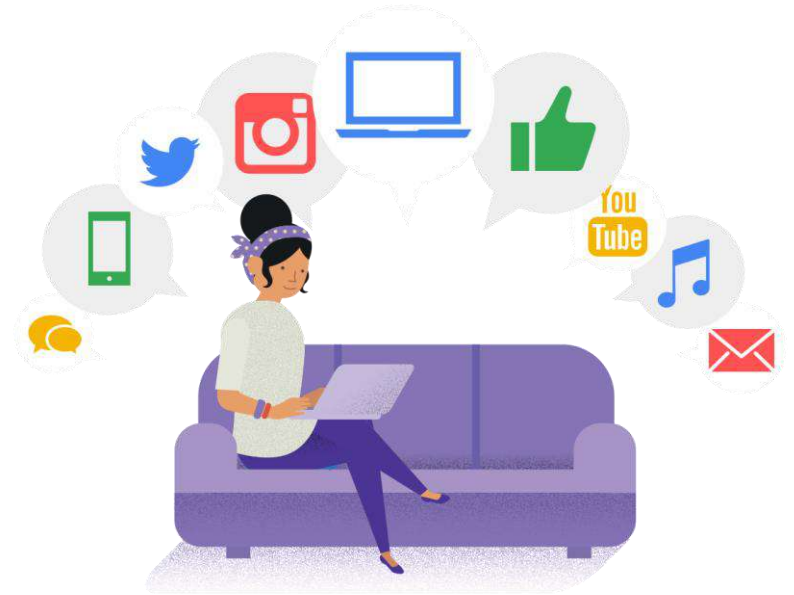
This page is easy to use on a mobile device

↑ SUBMIT TO GOOGLE

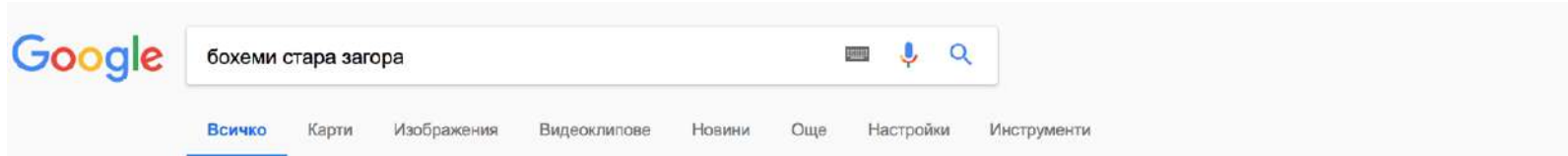
- ✓ Easy to read font
- ✓ Fast loading time
- ✓ Responsive design for any screen size
- ✓ Content readable on any screen size
- ✓ Mobile friendly test
- ✓ Page speed test (PageSpeed Insights)

# Building an online presence

- Data and Trends
- 5 elements of success
  - Website
  - **Local visibility**
  - Online advertisement
  - Web analytics
  - Social media



# Search results without Google My Business



Около 422 000 резултата (0,30 секунди)

## Ресторант Бохеми, Стара Загора - Официална страница | Grabo.bg

<https://grabo.bg> > Стара Загора > Заведения ▾

Ресторант Бохеми е новооткрито заведение, намиращо се на комуникативно място в гр.Стара Загора. Разполага с 40 места закрита част и 30 места лятна градина. За удобство на гостите пред заведението има обособен паркинг. Тук може да организирате вашето лично или фирмено парти, кръщение, ...

## Бохеми : Програмата : Ресторанти : Стара Загора

[www.programata.bg/?p=71&l=1&c=14&id=4627](http://www.programata.bg/?p=71&l=1&c=14&id=4627) ▾

Кухня Тераса / Градина Климатик. Бохеми. Адрес: Стара Загора, бул. Руски 3. Работно време: пн-нд 11:00-00:00. Брой места: 170. Телефон: 087 849 79 53. Кухня: българска, китайска. Тип музика: шлагери , поп, ретро ...

## Бохеми - Stara Zagora, Bulgaria | Facebook

<https://www.facebook.com> > Places > Stara Zagora, Bulgaria > Restaurant

★★★★★ Оценка: 5 - 12 гласа




Бохеми, Stara Zagora, Bulgaria. 325 likes · 24 talking about this · 104 were here. Restaurant.

## Ресторант Бохеми | Facebook

<https://bg-bg.facebook.com/people/Ресторант-Бохеми/100003254498081>

Ресторант Бохеми е във Facebook Присъединете се към Facebook, за да се свържете с Ресторант Бохеми и други лица, които може би познавате. Facebook... ... Снимка на профила на Ресторант Бохеми. Ресторант Бохеми е във Facebook. Регистрирайте ... Stara Zagora, Bulgaria. Текущ град: Stara Zagora ...

# Now you can make your business more visible

Google     [Вход](#)

[Всичко](#) [Изображения](#) [Карти](#) [Видеоклипове](#) [Новини](#) [Още](#) [Настройки](#) [Инструменти](#)




Около 13 300 резултата (0,59 секунди)

**Ресторант Чевермето** Вашето любимо място в Стара Загора  
[chevermetosz.com/](http://chevermetosz.com/) ▼  
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[gezervaciq.com/ресторант-чевермето-стара-загора](http://gezervaciq.com/ресторант-чевермето-стара-загора) ▼  
Описание на Ресторант Чевермето - Стара Загора. Чевермето отваря врати далечната 2005 година. Разположено до езерото, на юг от централната зона на града, на тихо и спокойно място. Още след първата година, започва обновяване на базата, за да може, любимото на много Старозагорци ...

**Чевермето - Начало | Facebook**  
<https://bg-bg.facebook.com> > [Места](#) > [Stara Zagora, Bulgaria](#) > [Cafe](#) ▼  
★★★★★ Оценка: 4,8 - 4 гласа  
Чевермето, Stara Zagora, Bulgaria. 2,1 хил. харесвания. Ресторант Механа Българска кухня Жива музика.

**Чевермето в Стара Загора, отзиви, снимки и локация - Почивка.бг**  
<https://pochivka.bg/chevermeto-k117> ▼  
Ресторант Чевермето се намира в сърцето на град Стара Загора - на ул. Братя Жекови 30.

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## Чевермето

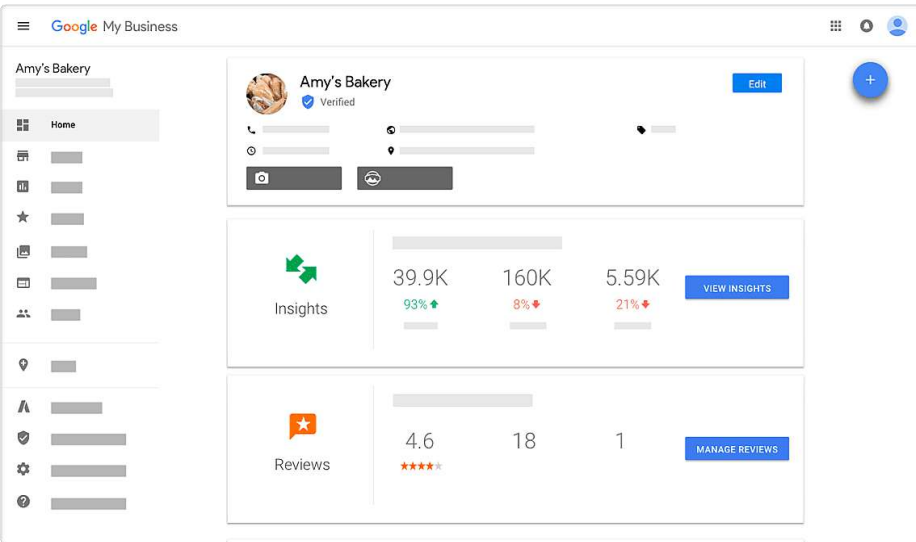
[Сайт](#) [Направления](#)  
4,2 ★★★★★ 308 отзива в Google  
Ресторант

**Адрес:** ул. „Братя Жекови“ 60, 6000 Петко Енев, Стара Загора  
**Работно време:** **Затворено** · Ще отвори в 10:00 ч. ▼  
**Телефон:** 042 630 331

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**Въпроси и отговори**  
Вижте всички въпроси (1) [Задаване на въпрос](#)

# Google My Business



Information about your business -  
work hours, contacts, products

Business photos

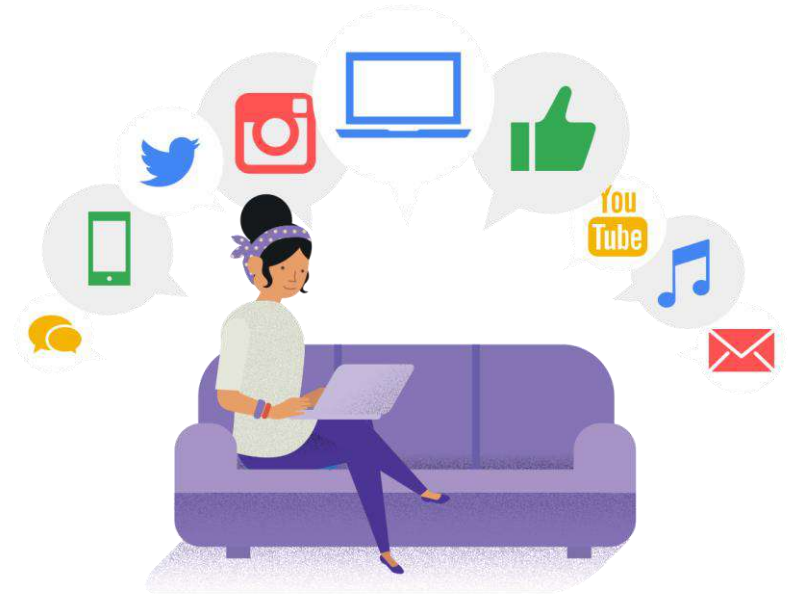
Updates and contents about your  
business

Client reviews that you can reply to

Analytics

# Building an online presence

- Data and Trends
- 5 elements of success
  - Website
  - Local visibility
  - **Online advertisement**
  - Web analytics
  - Social media



# What about search engines?

- 64% of all traffic comes from search engines
- Results on first page account for 92% of the traffic
- Brand image and reputation
- You reach the clients when **they** are searching for your products



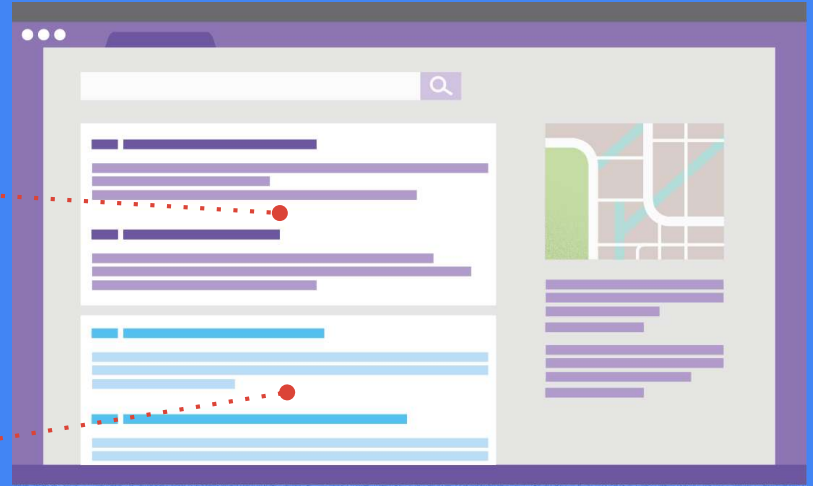
# How does a website appear on search engines?

## SEA (Search Engine Advertising)

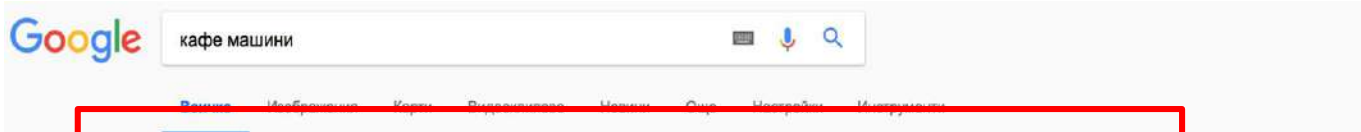
- You pay for your website to appear on a search of a specific keyword. Your website appears at the top of all results.

## SEO (Search Engine Optimization)

- Optimize your website so it can appear in the organic search results for different keywords.



# Search engine marketing



Около 1 790 000 резултата (0,47 секунди)

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Кафемашини - Техномаркет

<https://www.technomarket.bg/kafe-machini> ▼

Кафемашини на добри цени от 19.00лв. до 3399.00лв. Кафемашини от различни марки – DELONGHI, KRUPS, PHILIPS SAECO, PHILIPS, BRIEL, BOSCH, G.A.T., RUSSELL HOBBS, MIELE, NEO.

Кафемашина NEO ES-165 · Кафемашина NEO CM-1580

Еспресо | Кафемашини и автомати | Малки електроуреди ...

[www.technopolis.bg/bg/c/P11131402](http://www.technopolis.bg/bg/c/P11131402) ▼

# Fees are based on **auction**

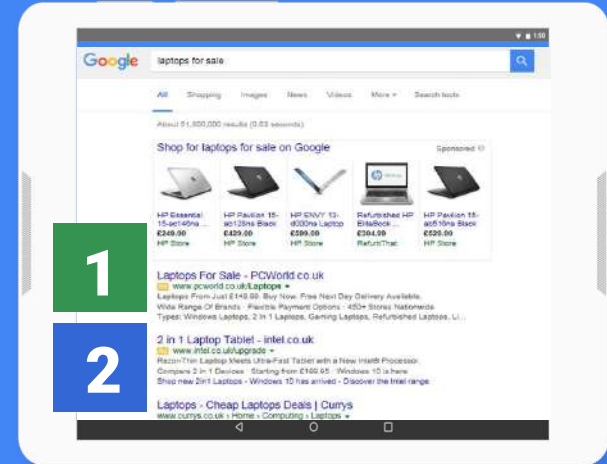
- The advertisers decide to bid on keywords and keyphrases
- Decide on the price per click

When a person searches with that keyword or keyphrase:

- An auction for decides which Ad to show
- The keyword that matches best the search with the highest prices is used
- Only the auction winning keywords are shown
- Advertisers pay only if someone clicks on the ad

Google

Avg. CPC
£1.08
£1.14
£1.09

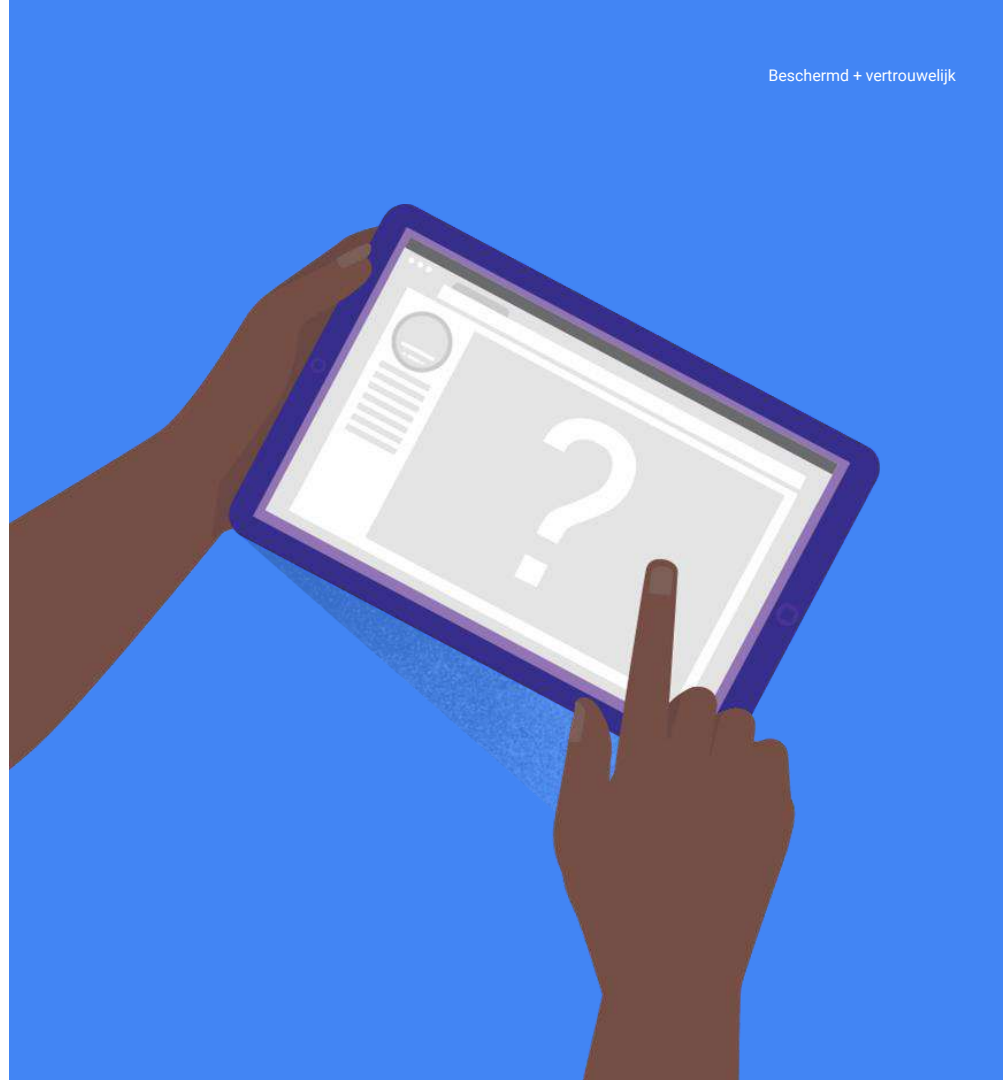


# Как се изчислява класирането на рекламите



# How much does it cost?

- The price per click can be from 1 cent to tens of dollars
- It depends on the search volume
- You can control your budget with daily/monthly limits - the limit will not be surpassed
- The highest price paid per click on the AdWords platform is **\$935.71** for the keyphrase “best mesothelioma lawyer”\*



# The power of segmentation

Use criteria for segmentation:

- geography
- language
- network
- time
- devices

For example: “Southern France, for mobile users, mornings, only weekdays



# Ads in Google **Display** network

The possibility to show ads in different news websites, blogs and other specialised media creators online.

Ad types: text, graphics, adaptive, video



# Remarketing or retargeting

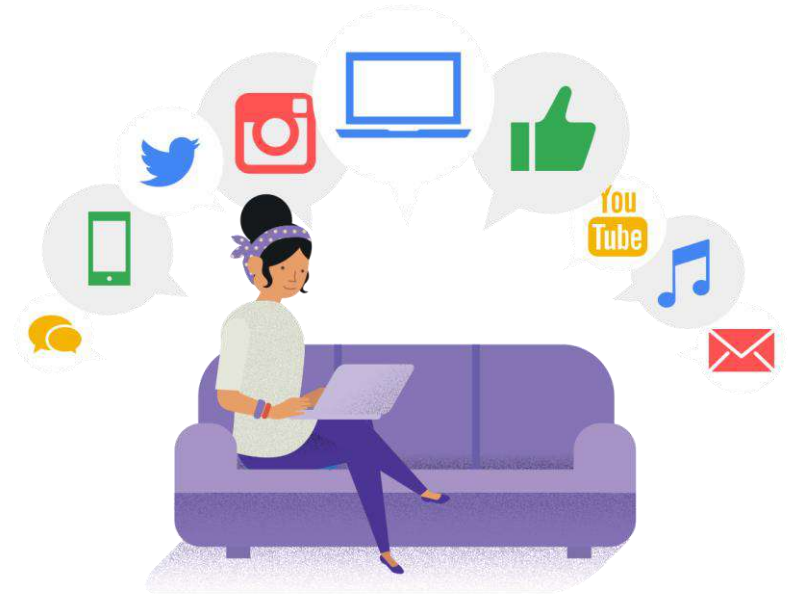
A retargeting campaign is shown on a partner website after a client has visited your website. They will see your relevant display ad which can bring them back to your own website.

Be careful not to annoy your users if they have already done what you wanted them to do and with too many ad shows.

96%  
of the users leave a  
visited website  
without using the call  
to action

# Building an online presence

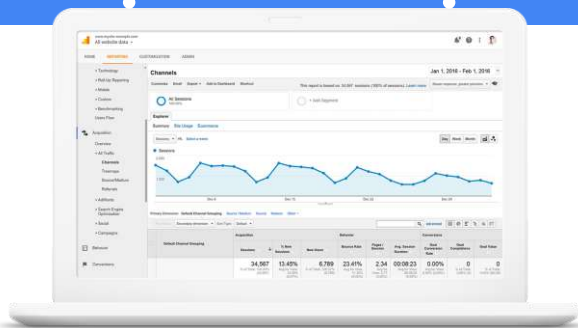
- Data and Trends
- 5 elements of success
  - Website
  - Local visibility
  - Online advertisement
  - **Web analytics**
  - Social media



# Google Analytics - What kind of data can you see?

## Common data

- Number of visits
- Number of visitors (new and returning)
- Number of visited pages
- Time spent on the website
- Bounce rate



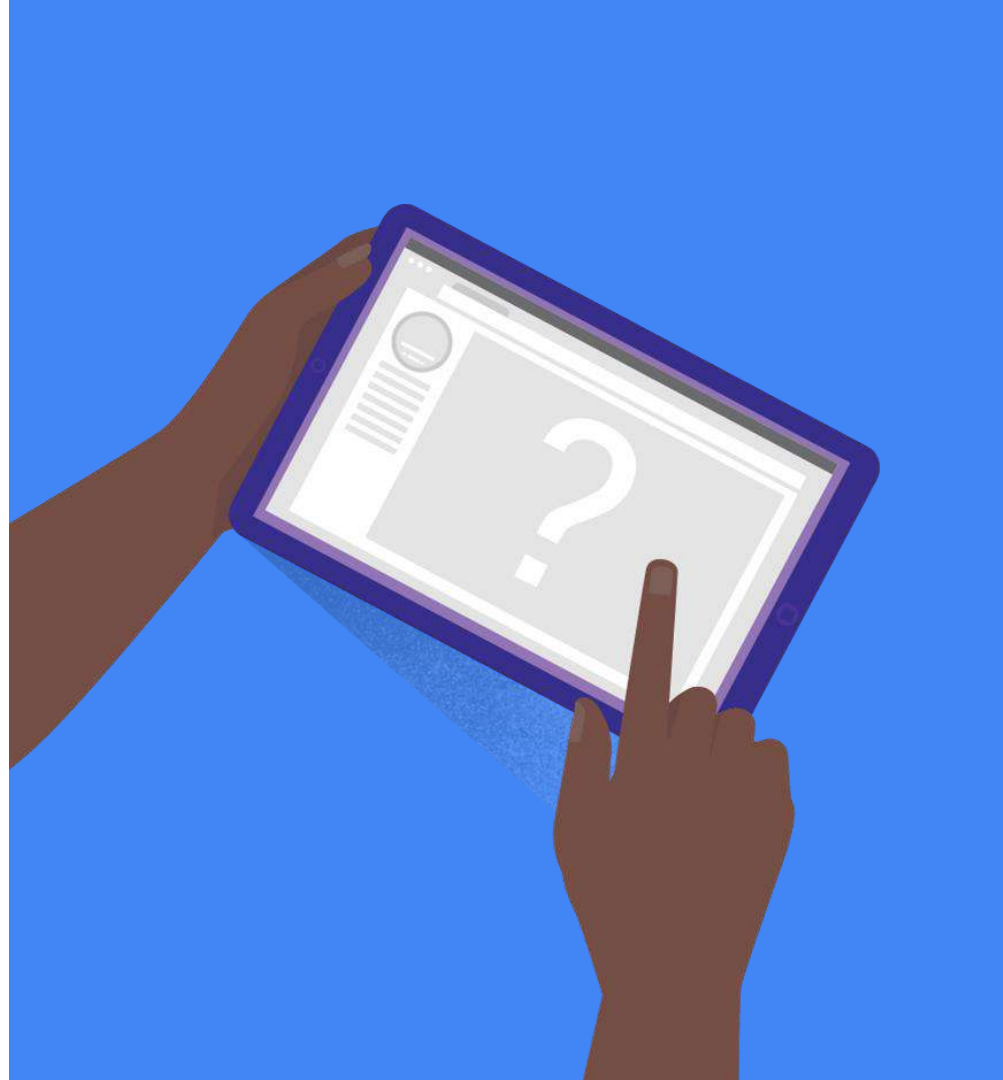
## User specific data

- Location
- Language
- Visit frequency
- Traffic sources
- Keywords used to visit your website
- Landing pages

# Why is Analytics useful?

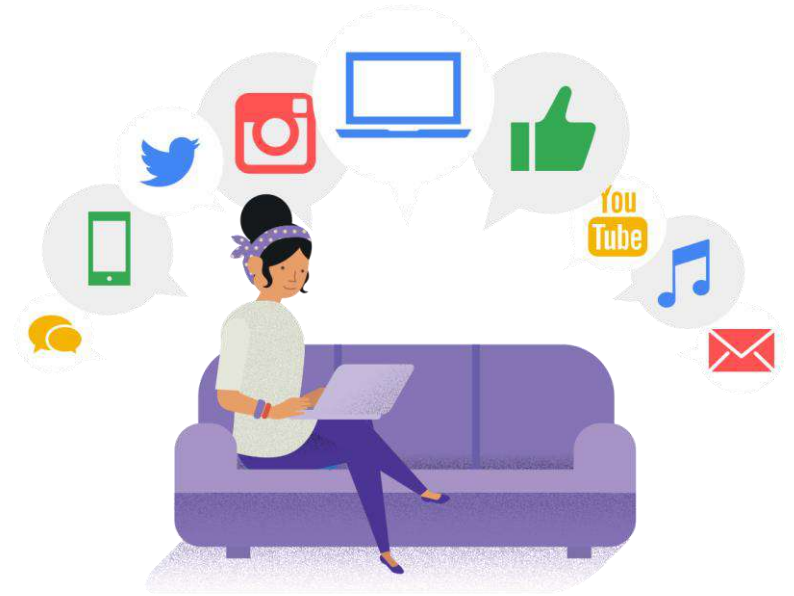
To answer questions like:

- Who are my potential clients?
- Which channels bring me the most clients?
- How do visitors interact with my website?
- Are they doing what I want them to do?
- How do I make my website better?
- Where do I have to invest my time/money?



# Building an online presence

- Data and Trends
- 5 elements of success
  - Website
  - Local visibility
  - Online advertisement
  - Web analytics
  - **Social media**



# Social media impact

**Social media**



**Search engines,  
Review websites**



**Search engines,  
own website**



**Email, Social  
media**



Awareness

Consideration

Purchase

Service

# How can social media help?

- Building online presence
- Website traffic
- Sales increase
- Better search engine ranking
- Direct communication with clients and feedback
- Client research
- Better access to international markets



# Social media challenges

- Resource for maintaining them
- If you don't have a clear strategy social media can actually hurt a brand
- Constant publishing and monitoring
- Possibility of negative reviews



# 4 steps for social media success

## Step 1

Set specific goals for your social media presence

## Step 2

Choose the correct channels

## Step 3

Craft your messaging and create a content publishing schedule

## Step 4

Engage with your clients and followers

**Thank you!**  
**Time for Q & A**



Additional slides

## What to do?

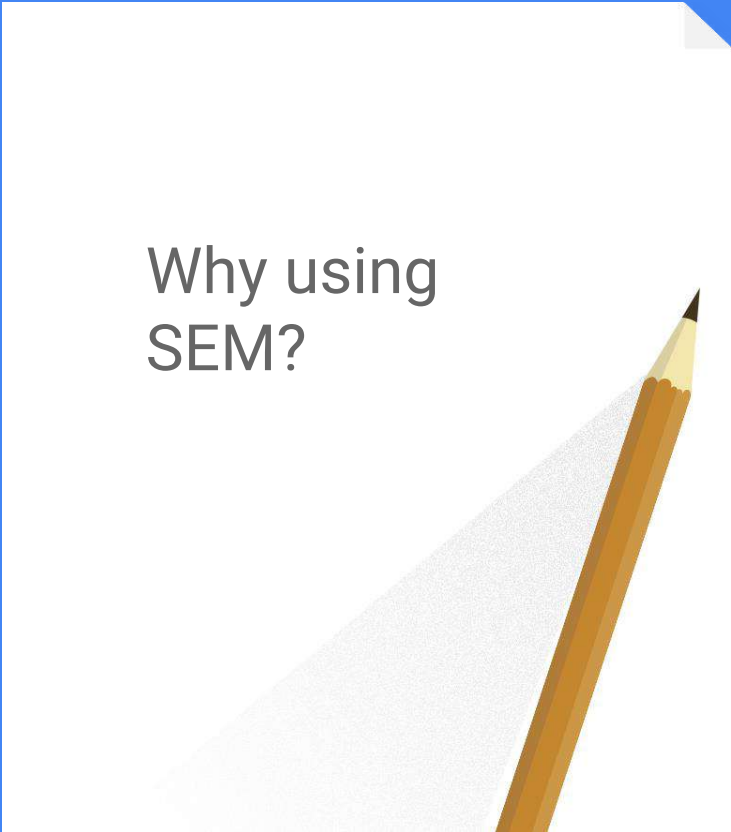
- Make sure your website is fast loading
- Optimize your images
- Do not complicate things
- Test your website on different browsers
- Look at other websites for ideas
- Make sure your website is mobile-first
- Think about what information your clients are looking for
- Use systematic design

## What Not to do?

- Do not create a website only for desktops
- Do not make users click a few times to find important information
- Do not overcrowd the display
- Do not use heavy images and animations
- Do not launch your website without testing it thoroughly

# Why?

- You only pay if someone clicks on your ad
- You get quality traffic
- A visible position
- You can guarantee that your competitors do not tarnish your brand (if they bid on your relevant keywords like brand name)
- They show only when you want. Be first to reach your clients before they find information for you from unreliable sources
- SEM works right away so you don't have to wait for organic ranking
- SEM compliments SEO because you can see which keywords people already use to find you



Why using  
SEM?

# Goals for online presence - Questions

Goal:

What do you want to present on your website?

Added value:

What more do your clients want to know?

What your clients want to do? Purchase? Call you? Get your newsletter?

Client loyalty:

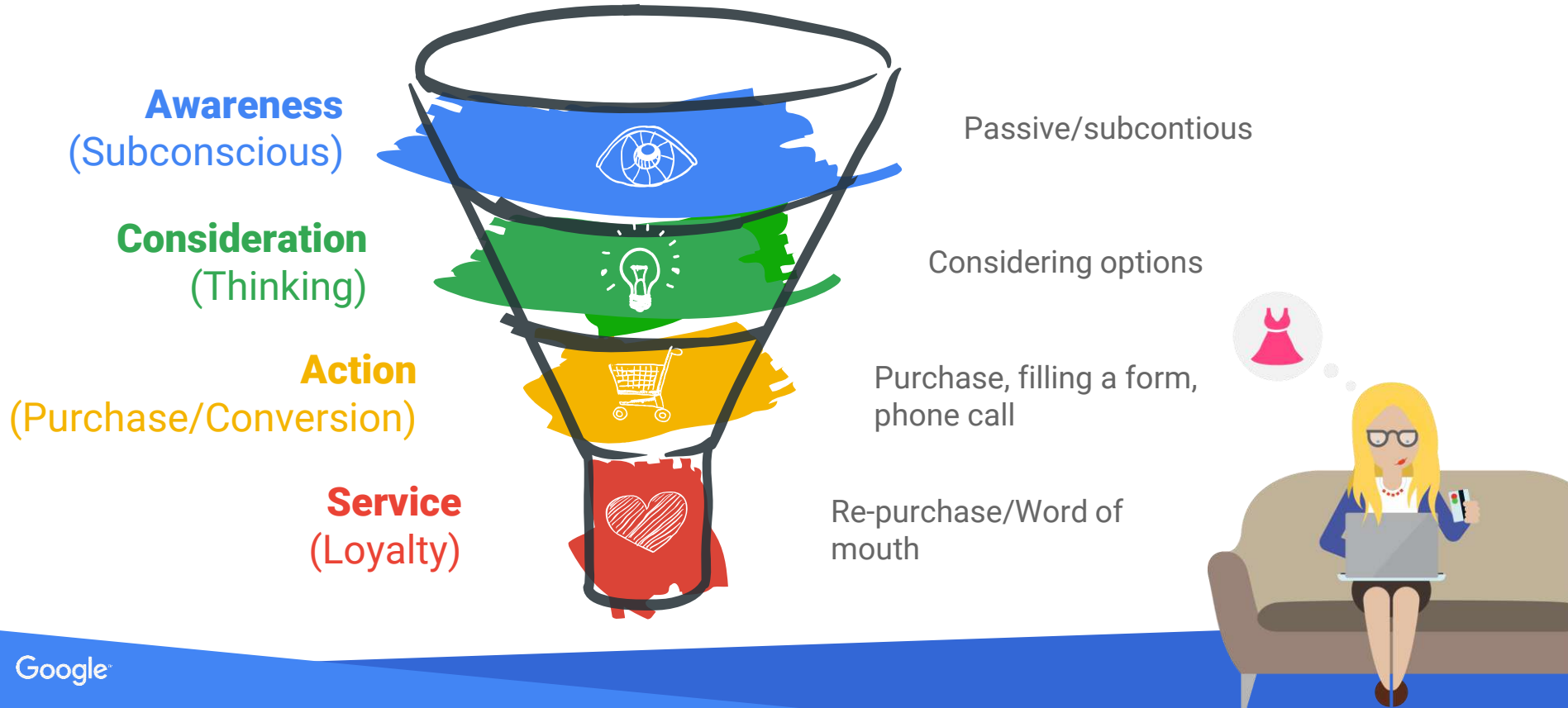
How and what kind of relationship you want to have with your clients?

# Elements of an effective website

- ✓ Attracting clients
- ✓ Attracting attention
- ✓ Encourage engagement
- ✓ Makes the purchase/action easy
- ✓ Interacts with visitors and makes their visit personal



# The new client journey



# How to tell our story online?



Create a website and optimize it for any device



Tell your business story through a well thought and well organized website



Use analytics to understand your clients' behaviour



EU4Business

# EU4Business: Connecting Companies

## CAPACITY BUILDING “TRAINING PROVIDED FOR ARMENIAN BSOs” in Yambol, Bulgaria

**WINEBIZZ-** increasing trade and cooperation in the wine sector between the Bulgarian and Armenian SMEs and BSOs (ID1002)

19.09.2022, Monday

Marian Kanev

EUROCHAMBRES



# EU4Business:



EU4Business

## Connecting Companies

THE PROJECT IS SUPPORTED BY THE EU4BUSINESS: CONNECTING COMPANIES (ENI/2019/411-865 – EU4BCC) PROJECT, WHICH IS MANAGED BY EUROCHAMBRES AND FUNDED UNDER THE EU4BUSINESS INITIATIVE OF THE EUROPEAN UNION.

EU4Business: Connecting Companies

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- [eu4bcc@eurochambres.eu](mailto:eu4bcc@eurochambres.eu)
- [connectingcompanies.eu](http://connectingcompanies.eu)

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## Connecting Companies ПРОЕКТЪТ „WINEBIZZ”



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Connecting Companies

## Physical, Virtual and Hybrid Fairs and B2Bs: Benefits And Limitations

for the Wine production and trading industry

# EU4Business:



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## Connecting Companies

The movement to meet online has started at the dawn of the Internet.

After it being invented for military purposes to link computers in different locations so they cannot be destroyed at once by bombs or spies, the Internet use was expanded to the purpose of communication between scientist in distant universities (in the 1960s and 1970s).

# EU4Business:



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## Connecting Companies

First, and still one of the most important communication channels was the E-mail.

But in recent years, with the improvement of the speed of the Internet, Voice over IP and Video over IP data transfers became more and more popular.

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## Connecting Companies

The pandemic of Covid-19 that hit the world in 2019 and paralyzed the planet for the better part of 2020 and 2021 contributed to an even faster development of the video conferencing and even studying and working remotely.

Applications like Zoom, Microsoft Teams, Google Meet and many others became household names and many people all over the world used them to communicate with their peers.

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## Connecting Companies

This wide adoption boosted the use of Virtual Events for Business and many big trade shows moved temporarily online and after the relaxation of the travel restrictions changed the events to Hybrid (part in-person and part virtual).

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## Connecting Companies

There are many benefits to virtual events:

- Increased attendee count - there is no traveling needed, people can join in from wherever they want to on multiple widespread devices through simple apps or the browser, usually networking at the event is facilitated.
- More value for exhibitors - they connect with participants virtually at any time to showcase & promote their products and services through virtual social communities. Less travel and more valuable, effective and targeted interactions.

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## Connecting Companies

- Significantly reduced expenses - virtual events need much less per-event costs, and deliver much higher return on investment.
- Effective networking - virtual events make things easy with live chat and tag-based interactions (B2B matchmaking on the basis of common interests). A person can also look up other participants with their names, company names, locations, etc. and connect with them.

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## Connecting Companies

- Saves a lot of time - everything happens digitally and less time is required for marketing and promotional purposes. Also digital registrations, check-ins and follow ups are much faster.
- Easy access to analytics - Real-time user activity logs can tell when any person joined a live session, attendee locations, how many people used the live chat and networking options, who got in touch, who visited the virtual booth, what was the visitors count, and a lot more.



## Connecting Companies

- Greater flexibility for attendees - people can participate in one live session - and if other sessions are happening at the same time, they can view the recorded versions later on. Also, if they are unable to join on the event dates, they can access on-demand content later on at their convenience.
- Lead retrieval is easier - since visits from attendees are monitored their registration information is easy to retrieve and make contact later. Exhibitors can also offer polls, surveys and product/service samples through which they collect targeted potential customer information.

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## Connecting Companies

- More opportunities - with more time and resources available, exhibitors and event organizers can spend more on scheduling interactive panel discussions, speaker sessions, virtual breakout rooms, networking sessions, virtual presentations, shared video experience and interactive communication with attendees.

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## Connecting Companies

With the advancement of the development of the Metaverse, virtual events will become even more common, colorful and useful.

Experiences for visitors, exhibitors and organizers will be richer and in the right environment - more fruitful educational, business and social relationships will be formed

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More information



[eu4bcc@eurochambres.eu](mailto:eu4bcc@eurochambres.eu)



[connectingcompanies.eu](http://connectingcompanies.eu)





# The **Ultimate** Event Planning Checklist

Print off this checklist and use it to remember everything you need to leading up to your event!

	Done	Person Responsible	Approx. Hours To Complete	Due
<b>4 – 6 Months Ahead of Event</b>				
Establish Your event goals and objectives	<input type="checkbox"/>			
Select the Date	<input type="checkbox"/>			
Establish Your event goals and objectives	<input type="checkbox"/>			
Establish Your event goals and objectives	<input type="checkbox"/>			
Get Cost Estimates <input type="checkbox"/> Room Rentals <input type="checkbox"/> Room Rentals <input type="checkbox"/> Room Rentals <input type="checkbox"/> Room Rentals <input type="checkbox"/> Room Rentals	<input type="checkbox"/>			
Establish Your event goals and objectives	<input type="checkbox"/>			
Establish Your event goals and objectives	<input type="checkbox"/>			
Get Cost Estimates <input type="checkbox"/> Room Rentals <input type="checkbox"/> Room Rentals <input type="checkbox"/> Room Rentals <input type="checkbox"/> Room Rentals <input type="checkbox"/> Room Rentals	<input type="checkbox"/>			
Establish Your event goals and objectives	<input type="checkbox"/>			
	<input type="checkbox"/>			

	Done	Person Responsible	Approx. Hours To Complete	Due
Identify and contact sponsors/partners	<input type="checkbox"/>			
Determine if you need event registration software to make the process easier	<input type="checkbox"/>			
Determine if you need other event management software	<input type="checkbox"/>			
Release early-bird tickets	<input type="checkbox"/>			
<b>3-4 Months Ahead of Event</b>				
Build out required documents for your team	<input type="checkbox"/>			
<p>Speaker/presenter/entertainer liaison</p> <input type="checkbox"/> Finalize presentation/speech topics <input type="checkbox"/> Get bio information, photo <input type="checkbox"/> Travel & accommodation arrangements <input type="checkbox"/> Have contracts signed if appropriate <input type="checkbox"/> Ask speakers to start promoting and sharing it with their network	<input type="checkbox"/>			
<p>Determine if you need event registration software to make the process easier</p> <input type="checkbox"/> Determine registration fees <input type="checkbox"/> Set up and enable online registration <input type="checkbox"/> Finalize sponsor levels and amounts <input type="checkbox"/> Identify items to be underwritten and accounting tracking details	<input type="checkbox"/>			
<p>Venue and logistics planning</p> <input type="checkbox"/> Determine and arrange all details re menu, A/V equipment, registration set-up, parking, signage, etc. <input type="checkbox"/> Review security needs/plan for the event with venue manager <input type="checkbox"/> Investigate need for any special permits, licenses, insurance, etc. <input type="checkbox"/> Assess accessibility requirements and communicate to staff	<input type="checkbox"/>			

	Done	Person Responsible	Approx. Hours To Complete	Due
<p>Follow publicity plan</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Develop draft program</li> <li><input type="checkbox"/> Create draft event script</li> <li><input type="checkbox"/> Develop publicity pieces</li> <li><input type="checkbox"/> Request logos from corporate sponsors for online and printed materials</li> <li><input type="checkbox"/> Develop and produce invitations, programs, posters, tickets, etc.</li> <li><input type="checkbox"/> Develop media list &amp; prepare News Release, Media Advisory, Backgrounder and all media kit materials</li> <li><input type="checkbox"/> Enable/create email event notifications</li> <li><input type="checkbox"/> Create a Facebook event page</li> <li><input type="checkbox"/> Develop a promo video and post on YouTube and your Facebook page</li> <li><input type="checkbox"/> Register your event on a variety of online event calendars</li> <li><input type="checkbox"/> Create some buzz on your blog or member forums</li> <li><input type="checkbox"/> Determine VIPs and create invitation &amp; tracking document</li> <li><input type="checkbox"/> Order any desired event swag</li> </ul>	<input type="checkbox"/>			
<b>1-2 Months Ahead of Event</b>				
<p>Send reminders to your contact list registration and participation</p>	<input type="checkbox"/>			
<p>Reach out again to presenters/speakers regarding</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Confirming travel and accommodation details</li> <li><input type="checkbox"/> Request copy of speeches and/or presentations</li> </ul>	<input type="checkbox"/>			
<p>Sponsorship finalization</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Follow up to confirm sponsorships and underwriting</li> <li><input type="checkbox"/> Get any promotional materials you'll be sharing at the event</li> <li><input type="checkbox"/> Ask sponsors to share event on their promotional channels</li> </ul>	<input type="checkbox"/>			

	Done	Person Responsible	Approx. Hours To Complete	Due
Continue executing on your publicity plan <input type="checkbox"/> Release press announcements about keynote speakers, celebrities, VIPs attending, honourees, etc. <input type="checkbox"/> Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc. <input type="checkbox"/> Post more details about your event on social media	<input type="checkbox"/>			
Close early-bird tickets	<input type="checkbox"/>			
Finalize and proofread printed materials	<input type="checkbox"/>			
<b>1 Week Ahead of Event</b>				
Have all committee chairs meet and confirm all details against Master Plan	<input type="checkbox"/>			
Finalize event script <input type="checkbox"/> Ensure it includes wheelchair-accessible areas and has clear paths through the venue	<input type="checkbox"/>			
Brief any/all hosts, greeters, volunteers about their event duties and timelines	<input type="checkbox"/>			
Finalize your seating plan	<input type="checkbox"/>			
Provide final registration numbers to caterer	<input type="checkbox"/>			
Make print and online copies of any speeches, videos, and presentations	<input type="checkbox"/>			
Do a final registration check, including name badges & registration list	<input type="checkbox"/>			
Determine photo op and interview opportunities with any presenters and VIPs.	<input type="checkbox"/>			
Confirm details with media attendees	<input type="checkbox"/>			

	Done	Person Responsible	Approx. Hours To Complete	Due
<b>1 Day Before the Event</b>				
Have all committee chairs meet and confirm all details against Master Plan	<input type="checkbox"/>			
Finalize event script <input type="checkbox"/> Ensure it includes wheelchair-accessible areas and has clear paths through the venue	<input type="checkbox"/>			
Brief any/all hosts, greeters, volunteers about their event duties and timelines	<input type="checkbox"/>			
Finalize your seating plan	<input type="checkbox"/>			
Provide final registration numbers to caterer	<input type="checkbox"/>			
Make print and online copies of any speeches, videos, and presentations	<input type="checkbox"/>			
Do a final registration check, including name badges & registration list	<input type="checkbox"/>			
Determine photo op and interview opportunities with any presenters and VIPs.	<input type="checkbox"/>			
Confirm details with media attendees	<input type="checkbox"/>			
<b>Event Day!</b>				
Take a few deep breaths — you got this!	<input type="checkbox"/>			
Ensure you have copies of all instructions	<input type="checkbox"/>			
Ensure you have copies of all instructions	<input type="checkbox"/>			
Check in with each Committee Chair to ensure their team is on track	<input type="checkbox"/>			
Greet new attendees	<input type="checkbox"/>			

	Done	Person Responsible	Approx. Hours To Complete	Due
<b>Post Event Follow Up</b>				
Ensure nothing was left behind at the venue	<input type="checkbox"/>			
Finalize event script <input type="checkbox"/> Gather all receipts and documentation, final registration data, etc. <input type="checkbox"/> Update budget	<input type="checkbox"/>			
Send thank-you's and acknowledgement letters to <input type="checkbox"/> Sponsors <input type="checkbox"/> Volunteers <input type="checkbox"/> Speakers/presenters <input type="checkbox"/> Donors <input type="checkbox"/> The media	<input type="checkbox"/>			
Post-event publicity <input type="checkbox"/> Send out an email to your subscriber base with highlights from the event <input type="checkbox"/> Make a publicity reel video <input type="checkbox"/> Share highlights on social media <input type="checkbox"/> Update website page to reflect that it's a past event	<input type="checkbox"/>			
Conduct a post-event survey	<input type="checkbox"/>			
Reach out to event participants	<input type="checkbox"/>			
Conduct a team debrief to learn their thoughts	<input type="checkbox"/>			
Conduct a thorough evaluation of the event	<input type="checkbox"/>			

We hope you found this checklist helpful in getting start with event planning. Use this as a starting point to identify or assign activities to various volunteers or staff, or print this off so you can literally check-off items as they are assigned or accomplished.