

■ **EMPLOYEE MOTIVATION**

Technique

Employee Surveys/Interviews

Explanation of Technique

Employee motivation surveys are usually qualitative (not guaranteed to be scientifically accurate) in nature, but provide a good understanding of employees' thoughts about the company's event involvement.

■ **BUSINESS-TO-BUSINESS MARKETING**

Technique

New Business Generated; Salesforce Impressions

Explanation of Technique

Qualitative data, however, a review of the new business generated through the program, and salesforce impression of the event will provide enough accurate data to measure the event's success or failure.

Key Tips on Developing the Sponsor Relationship

- Maintain ongoing contact - where there is no specific need to review details on a daily or weekly basis make contact every so often via phone or fax just to say hello and make sure your sponsor is satisfied -- keep in touch even after event is over, if you feel they may sponsor again.
- "Under-Promise/Over-Deliver" - try to undersell those features which you know you can over-deliver on eg. tickets, athlete appearances, etc.

This will keep you from being in a position where you are not providing what you promised but rather you are providing event more

- Do those "little" extras - show your sponsor that you truly care about their business, if you read something in the paper about a competitor's business fax your sponsor a copy, wherever possible help out.