

SUMMERFEST MEDIA

AFTER-ACTION REPORT

AUG 30 94

STRENGTHS

- * Excellent coverage of entire three day event
- * The event was easy to market (low ticket price and popular groups made this a winning combination)
- * Multimedia was employed to market this event (T.V., newspaper, radio, billboards, and other free publications)
- * Professional, multi-talented, adaptable, and enthusiastic marketing staff
- * Local media were enthusiastic about working with Ft. Bliss
- * Networking opportunities provided by local PAO office
- * Sufficient budget to properly market this event
- * Public was informed well in advance of the event
- * Network Inc. were very professional and supportive
- * Sponsors perceived a well organized professionally planned media coverage
- * Marketing kept within budget constraints

WEAKNESSES:

- * Venue area needed to appear more festive
- * Would have liked to have received poster/flyers somewhat sooner
- * Billboard advertising was too costly, not budgeted, and had limited public exposure (less than 30 days). Final decision on billboards should be made by marketing exclusively

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- * Too many POC's for media preparations. Marketing must have full responsibility to coordinate all media.
- * All contracts regarding marketing's responsibilities should be coordinated with the marketing branch chief prior to signing of said contracts
- * Negotiations of contracts should include marketing staffs input as appropriate
- * Internal communications between events staff, commercial sponsorship is essential
- * Previous networking opportunities were not capitalized on (Chamber of Commerce meetings, AMA...)
- * Short lead time on final group selection, vendors, and sponsor commitments
- * Need written clarification on legal use of Marlboro logo
- * Insufficient time to properly market guitar promotions

OPPORTUNITIES:

- * Marlboro is interested in conducting another 3-day event at Fort Bliss
- * Learned media lingo and tools of the trade

THREATS:

- * Bring Marketing into the loop earlier during the planning
- * Eliminate "exclusive" deals (media & product sponsors)
- * All departments need to adhere to their own responsibilities and not interfere with other duties

POC:

Collette Turnbaugh, Marketing