

RECREATION CONFERENCE – SESSION OUTLINE

Session Title:

DEVELOPING YOUR AGENCY BRAND

SESSION DESCRIPTION (25 words):

Learn how to develop your agency's Brand, and then apply awesome Marketing strategies. Also, learn how to discover what your Non-Customers are saying about you.

SESSION DESCRIPTION (Full Text):

It is important to market your programs, and to market your agency, but it is even more important to develop your Brand. This workshop will discuss the difference between Branding and Marketing. Attendees will learn how to discover and develop their agency's Brand; and then how to go about Marketing that Brand. We will discuss ways to best utilize social media, as well as how to improve your website, generate additional views, and coordinate it with other marketing avenues. Attendees will learn how to find out what their customers are saying about them; and more importantly, what their Non-Customers are saying about them. We will also discuss: ROI (Return on investment), the 80/20 rule, "Relationship Marketing," and "Perpetual Marketing," If you are unsure what your brand is, then this workshop is for you.

SESSION TARGET MARKET: RECREATION PROGRAMMERS / AGENCY DIRECTORS / SUPERVISORS

Education Track: BEST PRACTICES

Speaker's Name: MARK HONBERGER

Total Length: 1.25-hour session (75 min)

SESSION LEARNING OBJECTIVES: Participants will:

- 1) Understand what Branding is, why it is important, and learn how to Brand your agency
- 2) Understand what Marketing is, how it is different from Branding, and how engage these Marketing concepts for your agency
- 3) Dig into some awesome concepts for branding & marketing, such as learning how to talk to your non-customers

SESSION NEEDS IDENTIFICATION: Many agencies jump right into promoting their services, without first considering what their brand is, or what their core values are. Branding is important because it acts as the foundation for all marketing strategies. Branding is consistent, while marketing efforts can and should change over time. It is important, therefore, that agencies know how to discover and then develop their agency's Brand.

MARK'S EXPERIENCE PRESENTING EDUCATION SESSIONS: Throughout his 30+ years in the Parks and Recreation Profession, Mark Honberger has annually provided training presentations on a variety of recreation topics. He has provided training sessions for the California Park and Recreation Society (District Training Events & State Conferences), the Arizona Park and Recreation Association (State Conference 2017, 2018, 2020, 2021), the Nevada Park and Recreation Society (State Conference 2018, 2019), & the New Mexico Park and Recreation Association (State Conference 2019). Additionally, Mark has conducted numerous Team Building sessions for parks and recreation agencies.

MARK'S EXPERIENCE WITH THIS SUBJECT MATTER: Throughout his 30+ years in the Parks and Recreation Profession, Mark Honberger has continually pushed his agencies to discover their individual agency brands. He has discovered that the process takes an investment of time, from all staff, but that the investment is worth it. He has learned that the collaborative effort that results from this exercise, helps to build cohesiveness among the agency staff. Plus, all parties are now engaged in what the agency stands for, and they take ownership in promoting the agency's Brand. Along the way, Mark has learned to employ awesome marketing strategies that work. He will bring his experience to this session.

SESSION OUTLINE

Introduction of Speaker (2 Minutes)

Introduction of Topic (10 Minutes)

- A) Attention Grabber: Bring out the importance of Branding and Marketing. Ask Audience to raise hand to share thoughts their experience with branding. Reward those who answer with a sweet treat.

- B) NEEDS IDENTIFICATION: Discuss the need for this topic and this session. (from above)

Cover Learning Objectives (3 Minutes)



PRESENTATION OF TOPIC SPECIFICS

Understanding Branding (15 Minutes)

(LEARNING OBJECTIVE #1)

- A) What is Branding & Why is it important:
 - a. It is who you are as an agency
 - b. It is your strategy
 - c. It cultivates what your customers can expect of you, and what they will experience when they utilize your services.
 - d. By clearly defining who you are, your branding can then be utilized to precede and underlie your marketing efforts – both today and for years to come
- B) How to determine your brand:
 - a. Questions to ask your agency
 - i. What are your core principles and values?
 - ii. What is your mission statement?
 - iii. What inspired the creation of your agency?
 - iv. What inspired all of your agency staff to get into recreation and parks?
 - v. What makes you unique? In your community? In your profession?
 - vi. What do you want to come to mind when someone hears your agency name?
 - vii. How do you want people to feel when they think of your agency?
 - viii. How do you want customers to describe you as an agency?
 - b. Take the time needed to provide elaborate answers
 - c. Have all staff take the time needed
 - d. Bounce these answers off each other, to arrive at a common answer that represents your agency as a whole
 - e. These questions are all related to your internal operation, and internal culture
- C) Creating your agency's "message"
- D) Reinforce the message through every experience the customer has with your agency
- E) Your brand stays the same (it lasts, it is the foundation)
 - a. It is what keeps customers coming back, generation after generation.
 - b. It is the foundation of customer loyalty
 - c. But it must be engaged in on a daily basis
- F) Think of those companies that you keep you coming back
 - a. What is it about them that draws you?

Understanding Marketing (15 Minutes)

(LEARNING OBJECTIVE #2)

- A) What is Marketing & Why is it important
 - a. Marketing is the tools you utilize to deliver the message of your brand
 - b. Continually changing and evolving

- c. Directly geared towards sectors of your target audience, while supporting the core values of your brand
- d. Vast and Wide
 - i. Heartfelt, funny, or serious
 - ii. A mix of text, keywords, photos, charts, graphs, videos, brochures
 - iii. Online and offline
- B) Which comes first
 - a. Branding is the core of your marketing strategy. It comes first, It is the foundation
- C) Where Branding and Marketing overlap
 - a. Choosing your agency's Logo, Graphic, Colors
 - i. They must represent your brand
 - ii. Will play a substantial role in the ongoing marketing efforts
- D) Methods (common)
 - a. Social Media
 - b. Website development, and coordination with other avenues
 - c. Activity Guide
 - i. How to best utilize the Activity Guide
 - ii. To mail or not to mail
 - iii. Is it cost effective

Awesome Concepts to Consider (15 Minutes)

(LEARNING OBJECTIVE #3)

- A) "Perpetual Marketing"
 - a. Each visit (or experience) should perpetuate another
 - b. Applied to your Facilities, Program Staff, Registration Staff
- B) "Relationship Marketing"
 - a. Cost based "Loyalty" programs
 - i. Buy 10, get one free
 - ii. Season pass
 - iii. Memberships
 - b. Engaged with your Agency
 - i. Social Media: Challenges, Contests, Other
 - ii. Facility Usage: Challenges, Contests, Other
 - iii. Programs: "Event Gamification"
- C) ROI (Return on Investment)
 - a. What is ROI
 - b. How to determine
- D) The 80/20 Rule
 - a. What is it
 - b. How to apply it
 - i. 20% of the effort, gives you 80% of the results
 - ii. 20% of your customers, take 80% of your programs
- E) Talking to your Non-Customers

- a. We can (and should) be finding our existing customers, and talking to them
- b. But we also need to talk to those who are not our customers
- c. Why is it important
 - i. To pre-empt competition
 - ii. To improve your marketing communication
 - iii. To innovate for immediate results
 - iv. To cope with change
 - v. To always be on the top-of-the-mind, first alternative
- d. How to do it. Where to find them
 - i. Learn who your competitors are, Or where your future customers are already engaged. (even if you don't think of them as competitors). Think about your communities: School Districts, Sports Groups, Fraternal Orgs, Church Orgs, etc.
 - ii. Online forums, review sites (for competitors)
 - iii. Social Media platforms (for competitors)
 - iv. Offline activities - - Go to their locations
 - v. Learn to converse and listen
- e. What to do with the info
 - i. Modify your marketing strategy as needed
 - ii. Modify your program offering as needed
 - iii. Put your agency Brand in front of them
 - iv. Remember to consider ROI and the 80/20 Rule

QUESTION AND ANSWERS (15 Minutes)