

FRIDAYS AT FOUR  
Volume One Issue Six

This week found us attending the Washington/Oregon Festivals Association meetings.

There were some good programs and I am highlighting some of the main themes in this issue. Karen Powell of Birchhill Associates spoke on Leadership Roles.

There was a presenter on Leadership who put forward a theory she called Mutual Reward Theory. This means that you stand a better chance of getting those on your Board or who you work with to work with you if there is mutual reward from doing so. She also said you have to have a plan for your organization, your community and your own personal plan.

One of the main points she made was one on the kind of decision that a leader must make. She said there are two kinds of decisions, strategic and tactical. Strategic decisions are where everyone knows about the decision. A tactical decision is where a few persons know about the decision. Powell then spoke of High Consequence and Low Consequence and People and Operations. The most difficult decisions have to be made when they involve High Consequence and People. The easiest decisions are made when they are low consequence and operations. When making decisions, it is good to determine these four factors.

Powell also spoke about what impacts our power and ability to influence. She cited three factors—job title, what you know, and your personality. When all three of these are at the high level, your ability to influence will be highest. Powell encouraged festival managers and others to balance the three sources of power...

Long time Festival Association Manager Bruce Skinner spoke on Event Sponsorship. He noted that in 1985, most events had three full time staff to run even a festival as large as the Portland Rose Festival or the Fiesta Bowl... In 2005, these same events have staffs of as many as 17. He was asked an interesting question about how much an event should pay a sponsorship company for selling sponsorships... He said there were two approaches... You can pay a high commission and a low salary, 30 percent and 25,000 or pay higher and give a 10 percent commission.. He is not a fan of commission based only sponsorship sales.

One of the best things you can do with a sponsorship is to provide your sponsors with a business-to-business sales opportunity. This is where you can bring together a grocery store chain owner and a local bottler, or a national drug firm and a group of medical doctors... Allowing your sponsor to meet with the persons he or she wants to sell to, is worth the value of the sponsorship

Beth Knox who has worked in Seattle for over a decade with Bumpershoot spoke about Branding. She gave a good example of how branding has changed. Old branding was

developing a logo, graphic, name, tagline or jingle to create an identity for your product. Branding today is “a layered marketing campaign for your event based on who your audience is and the new audiences you want to meet. Its not about being all things to all people...Its about reaching and accomadating your targeted audience.

The food trend this week is Food on The Run...According to article in Food Management Magazine, first there was takeout, then grab-and-go...Now operations are looking to offer one-handed, mess free foods. Foods specifically made and packaged to be easy, quick and neatly consumed. A list of favorite on the go foods are yogurt parfaits, Wraps with fewer spillable ingredients, sushi, cubed cheese, vegetable and fruit sticks with dip, bite-size appetizers, fruit kabobs, food on a stick (pancake sticks, french toast sticks?), pretzel bread sandwiches.

Last week we mentioned the new science of customer analytics...It was interesting to read that 40 percent of revenue comes from just 4 percent of transactions. Knowing how these key customer are shopping is the advantage that can be gained from this analytics.

We again recommend you consider buying the book Never Eat Alone.....a good read about how to build long lasting customer relationships...

Until next week, remember -- **GF Strategies Food Service Planning For Profit.**