

A woman with long dark hair is shown from the chest up, wearing a red, strapless dress. She is looking upwards and to the right. The lighting is dramatic, with strong red and blue highlights on her face and shoulders. The background is dark with some draped fabric.

EVENTS AS EXTENSION TO MEDIA BRANDS



AGENDA

BURDA who are we?

BURDA event business

BURDA EVENT PORTFOLIO

- Iconic events: Marianne Days, ELLE Beauty Lounge in KVIFF
- ELLEphoria Beauty Festival case study

WRAP UP steps to successful events

BURDA INTERNATIONAL CZ

WHO ARE WE?

A publishing house with brands focusing on **LIFESTYLE** and **SPECIAL INTERESTS**

Representing over **20** local and international **MAGAZINE BRANDS**

CREATING EVENTS for 23 years





BURDA EVENT BUSINESS

Events
represent
20% of our
revenues
**and strengthen
brand
awareness
& affinity**

HOW DO WE DO EVENTS?

- We capitalise on the power of our **LOVE BRANDS** and their **VALUABLE AUDIENCE**
- We approach events as **INDEPENDENT REVENUE STREAM**
- We create events **IN-HOUSE** with a dedicated team of experts and by use of matrix structure
- Each of our events represents an **ADDED VALUE** for attendees

BRAND CYCLE

STRONG MEDIA BRAND AT FIRST

HIGH-QUALITY
INTERESTING
CONTENT

brand extension on
different platforms:
subscription, online, social
media, books, etc.

credible & reliable
brands

creating events
around them

SELF-REINFORCEMENT PROCESS

ELLE *marianne* **Apetit**

KEY BRANDS AROUND WHICH WE BUILD ECOSYSTEMS

(Print - Digital - Event) forming the overall brand experience for our end customers.

SUCCESSFUL
EVENTS

strengthening
brand
awareness

generating
content
consumption

accelerating
subscription
rate

higher
social media
engagement

raised B2B
interest

BURDA EVENT PORTFILIO



MARIANNE Shopping

2 shopping events

Marianne Days Autumn
Marianne Days Spring



 **marianne**



ELLE Fashion & Beauty

2 events

ELLE Beauty Lounge
ELLEphoria



APETIT Food

2 food events

Apetit Picnic Summer
Apetit Picnic Winter



ICONIC EVENT MARIANNE DAYS

The oldest and most successful shopping event in the Czech Republic with
23 years of tradition

3 DAYS
shopping
experience
in **PRAGUE**
+ **CZECH**
REGIONS +
SLOVAKIA

OVER
140 000
END
CUSTOMERS
participating in
this event

OVER 600
DISCOUNT
OFFERS
for B2C (fashion,
cosmetics,
electronics, home
& garden devices,
books, toys,
gastro etc.)

Delivered to
end customers
via a **PAPER**
COUPON
BOOK in 3
magazines or
via mobile app

GENERATING
REVENUES
FROM B2B
(advertising
partnerships)
and **B2C** (sold
coupons and
magazines)



DNY marianne
14.-16. dubna
SLEVY
AŽ 50%

SLEVOVÉ KUPONY
najdete v časopisech
marianne
bydlení
Vestník a svět
nebo
v **MOBILNÍ APLIKACI**
DNY MARIANNE
od 23. března

WWW.DNYMARIANNE.CZ

 Vyberte si kartu, která umí víc než jen platit.
Proč si vybrat Mastercard*, najdete na my.mastercard.cz



ICONIC EVENT ELLE BEAUTY LOUNGE



- Prestigious **PARTNERSHIP WITH KVIFF** for 10 years
- A **PRIVATE SALON** providing beauty, fashion and entertainment services to **CELEBRITIES AND VIP** guests of the festival.
- Entire **ELLE JULY ISSUE** dedicated to KVIFF and movies.
- We create **BEAUTIFUL CONTENT** with celebrities onsite.
- Our **SOCIAL MEDIA** are buzzing during the festival period.

Our team of professional hair stylists, make-up artists, fashion stylists have one goal:

To make our guests the real stars on the red carpet.

ELLE BEAUTY LOUNGE REVENUE STREAM **B2B** – from advertising partnerships

ELLEPHORIA CASE STUDY





WHAT IS ELLEPHORIA?

- **THE BIGGEST BEAUTY FESTIVAL** in the Czech Republic, organized by the ELLE magazine for all fans of make-up, skin care, wellbeing & healthy lifestyle
- **3 DAYS** full of entertaining program with planned capacity of over **3000 PEOPLE**
- To participate, attendees must **ACQUIRE TICKET**

- VIP PRE-OPENING
- ON STAGE PROGRAM
- OFF STAGE WORKSHOPS
- ELLE BRAND EXPERIENCE
- PARTNERS ZONE
- REFRESH ZONE

ELLEPHORIA

THE BEGINNINGS

Interest
indication

Focus groups with
ELLE readers
& subscribers revealed
the potential

Opportunity

no events for
B2C beauty lovers
in the Czech
Republic

International
knowhow

BIBD Team
guidance through
the development
process

Total
teamwork

from the
initial idea to
realization

Challenging
pitching
process

to our clients
& end users

Postponed
launch (Covid)
Successfully
launched in
2021,
still with Covid
restrictions





ELLE
phoria
BEAUTY

ON AND OFF STAGE ACTIVITIES

- **COVERAGE OF ALL AREAS OF BEAUTY**
addressing everybody from beauty beginners to top beauty fans, suitable for different age groups
- **STAGE PROGRAM CURATED BY ELLE TEAM**
packed with experts, celebrities and influencers
- **WORKSHOPS** providing hands-on experience with top professionals in the industry



PARTNERS ZONE

- **Balanced mixture of WELL-ESTABLISHED BRANDS AND SMALL/NICHE brands** (curated by ELLE)
- **ADDED VALUE** for the visitors (special discounts, sampling, diagnostics, glamming services etc.)
- **NUMBER OF PARTICIPATING BRANDS INCREASES** every year (this year over 50)
- **Dedicated space for ELLE BRAND EXPERIENCE**



REVENUES STREAMS

B2B

Income from partners participating in the project

B2C

Income from ticketing (all ticket types)





FESTIVAL
krásy

4.-6.
listopadu

NEJOČEKÁVANĚJŠÍ
beauty
AKCE ROKU

ELLE
phoria
BEAUTY

WWW.ELLEPHORIA.CZ

EVENT MARKETING

COMMUNICATION FOCUS:

- **EVENT BRAND AWARENESS** via ELLE media brand
- **TICKET SALES** via performance campaign

COMMUNICATION CHANNELS



TEN STEPS TO SUCCESSFUL EVENT

1 CHECK YOUR INVENTORY
Is your media brand a super brand?

4 DO YOUR CALCULATIONS
Profitability, cost, HR resources, revenue streams, timelines, capacities of cooperating departments

6 INVEST IN PEOPLE
Build your team from enthusiasts and clearly assign the head

9 GO THE EXTRA MILE AND PAY ATTENTION TO DETAILS
Events are about emotions; always try to "wow" your attendees

2 DEFINE WHY
Honestly answer why you want to create event - for revenues or for marketing?

5 DEVELOP A STRATEGY
Where do you want to be in 3 yrs, 5 yrs, 10 yrs: in terms of revenue, attendance, ticketing, concept etc.

DO NOT UNDERESTIMATE EVENT MARKETING

It's a standalone discipline: you sell an experience, not goods

7

DON'T ASSUME, DON'T GUESS - DO YOUR RESEARCH
Is there a need for the event in the market? Competition? Similar events abroad?

3

8 WORK WITH COMMUNITIES
Talk to them & listen to them all year long

10 COLLECT FEEDBACK, DO AN EVALUATION REPORT AND DEBRIEF
Collect the feedback immediately onsite & try to debrief as soon as possible

THANK
YOU

for your attention

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