



Selling The Sizzle As Well As The Steak

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Esteemed Events



What Is Steak?

- Tangible
- Quantifiable
- Measureable

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What is Sizzle?

- Intangible
- Puts the “Experience” in an event
- Values based
- Emotive
- Sizzle Tactics

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The Steak/Sizzle Dilemma

- Justifying the expense of sponsorship
- Sponsorship is sizzle

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Why Sizzle?

- Powerful impact
- Key influencer
- Forging relationships

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Selling the Sizzle – Tools & Tone

- Credibility and the ‘Values’ fit
- The importance of measurement
- Measurement tools
- Conveying the sizzle -- VIDEO

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The Sizzle Conversation

- What kind of conversation are you having?
- Is this about partnership?
- Be your own sizzle