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**MAKE
YOUR
MARKETING
MORE
EFFECTIVE
IN 2016**

LONDON | 9 FEBRUARY 2016
INTERNATIONAL SUPERYACHT
MARKETING FORUM

PARTNERSHIP
PRESENTATION

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The first Make Your Mark forum will intersect the latest trends and issues in marketing with superyacht-market specific insight to help your company optimise its strategic communication in 2016.

what

Featuring inspiring speakers, practical tutorials and motivational masterclasses, a range of topics will be covered in a dynamic event programme, including:

- The Luxury Buying Experience
- Controlling the Digital Space
- Understanding Your Customer
- Is Advertising Working?
- Anti-Social Media
- Brand Engagement
- Content Marketing
- Thought Leadership

As well as the opportunity to enhance your marketing strategies, there will be countless opportunities to grow your network of contacts. The day will culminate in an intimate supper with delegates and speakers, featuring an after-dinner talk from a special VIP guest, renowned for their wealth of experience and creative approach...



It is the first time that anyone from our side has been exposed to this kind of industry-specific expertise, and we took away a huge amount. Please pass on our thanks and congratulations to all involved for an excellent, very professionally run event.”

Ed Chambers
Lloyds TSB International

when

TUESDAY 9 FEBRUARY 2016
09.30 – 22.00

where

THE PROUD ARCHIVIST
2 – 10 HERTFORD ROAD
LONDON N1 5SH

Near the trendy district of Shoreditch, the Proud Archivist is the perfect space to get thoughts growing and creative juices flowing. Haggerston overground station is just a few minutes walk, although for reasons known only to Google and Royal Mail, the post-code and address can lead people on a merry dance, depending on the search engine used. We strongly recommend clicking this link for directions.

why

Superyacht marketers and brand overseers are pressured now more than ever before to deliver effective campaigns on tight budgets and limited timelines. There is precious little opportunity to stand back and pick up the latest best-practice tips and tricks from the wider marketing industry and to consider the specific opportunities and challenges presented by the superyacht market itself. In the spirit of inspiring, informing and collaborating with friends and colleagues, Make Your Mark 2016 will help drive a smarter, more effective and more creative superyacht industry.

who

The event will be attended by an exclusive group of 100 marketers and key decision makers within the superyacht and luxury industries including:

- Social media & brand engagement experts
- Industry marketing managers and directors
- Trend forecasters and thought leaders
- Marketing consultants and PR agencies

HOW CAN I BE INVOLVED?

As a company, there are three
ways you can get involved:

1. ■ **EVENT
PARTNER**
£1,500

2. ■ **EVENT
SHOWCASE**
£750

3. ■ **DELEGATE**
£325 (DAY)
£425 (DAY + DINNER)



Make Your Mark will be a platform for you to not only engage with 100 key influencers and decision makers from the luxury world, but to promote your brand and services to hundreds more, in a targeted marketing campaign across multiple media platforms before, during and after the event.

The marketing landscape is changing; associate your brand with the revolution. To register as a partner or showcase, please fill out the details on the back of this presentation and email to:

EVENTS@SUPERYACHTEVENTS.COM

**Register as an
event partner**

£1,500

Position yourself as a leader in your field, by becoming an event partner! We are looking for businesses that strive to stay ahead of the trends, and whose influence and expertise will have a powerful impact on our dynamic programme.

WHAT'S INCLUDED:

- 2 x delegate places (worth £950!)
- Announcement of your partnership on SuperyachtNews.com and SuperyachtEvents.com (over 35,000 unique visitors per month)
- Your logo and web-link on the event website
- Your logo on targeted emails sent out to key marketing contacts
- Branding at the event and dinner
- The opportunity to put marketing collateral in the delegate bags
- The opportunity to interact with over 100 luxury marketeers
- Recognition of your partnership in the event review in The Superyacht Report, issue 168

**Register
as an event
showcase**

—
£750

Put your brand in the hands of 100 marketeers from the luxury industry, as we create a dedicated display area for just six companies. This option is perfect for those companies who prefer to let their products do the talking!

WHAT'S INCLUDED:

- 1 x delegate place (worth £425!)
- Announcement of your partnership on SuperyachtNews.com and SuperyachtEvents.com (over 35,000 unique visitors per month)
- Your logo and web-link on the event website
- A banner showing your design, yours to keep
- The opportunity to create a tabletop display of your products
- The opportunity to interact with over 100 luxury marketeers
- Recognition of your showcase in the event review in The Superyacht Report, issue 168

Register as a delegate

£325 (day)
£425 (day+dinner)

Please note spaces are strictly limited to 100 attendees. For information on registering as a delegate, please click here.

DAY + DINNER TICKET £425

- Admittance to all the keynote speeches, master classes, and networking opportunities
- Breakfast, lunch and refreshments throughout the day
- Official event merchandise and the opportunity to handle new products
- Access to an incredible network of individuals and marketing experts across a range of luxury industries
- A ticket to an exclusive VIP networking dinner
- Access to an after dinner talk featuring a world-renowned marketing expert

DAY ONLY TICKET £325

- Admittance to all the keynote speeches, master classes, and networking opportunities
- Breakfast, lunch and refreshments throughout the day
- Official event merchandise and the opportunity to handle new products
- Access to an incredible network of individuals and marketing experts across a range of luxury industries



An excellent opportunity for superyacht marketers to take a long, hard look at what their brand really means, to properly apply these concepts to our own marketing and to finally bring our industry in line with other leaders in the luxury sector.”

Portia Hart
Y.CO

Partnership registration form

PLEASE TICK THE PACKAGE YOU WOULD BE INTERESTED IN:

- An event partner – £1,500
- An event showcase – £750

NAME: _____

JOB TITLE: _____

COMPANY _____

COMPANY TAX NUMBER: _____

ADDRESS: _____

POST CODE: _____

COUNTRY: _____

TELEPHONE NUMBER: _____

EMAIL: _____

PLEASE CHARGE MY CARD FOR THE SUM OF:
[£1,500 + VAT] [£750 + VAT]

- Visa Mastercard AMEX

CREDIT CARD NUMBER

EXPIRY DATE SECURITY NUMBER

SIGNATURE: _____

VAT NO. (EU COMPANIES ONLY): _____

- I have read and understood that my partnership will not be confirmed until payment is received. Payment must be made prior to the event.

For information on the event:



CLARA SALADICH
PROJECT MANAGER

clara@thesuperyachtgroup.com
+44 (0) 207 801 1015



SAM FOSTER
DELEGATE LIAISON

sam@thesuperyachtgroup.com
+44 (0) 207 924 4004

For information on partnerships:



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Hosted by

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MAKEYOURMARK2016.COM

