



# Your webinar will begin shortly

2<sup>nd</sup> of Feb, 2021

Session is recorded, slides will be shared

Welcome !





# WFA Spotlight

## Managing your sponsorship initiatives post-pandemic

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Welcome !



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## Introductions...



**Simraan Kulkarni**  
**Global Sourcing Manager**



**Hanne van de Ven**  
**Global Events Manager**



World Federation  
of Advertisers

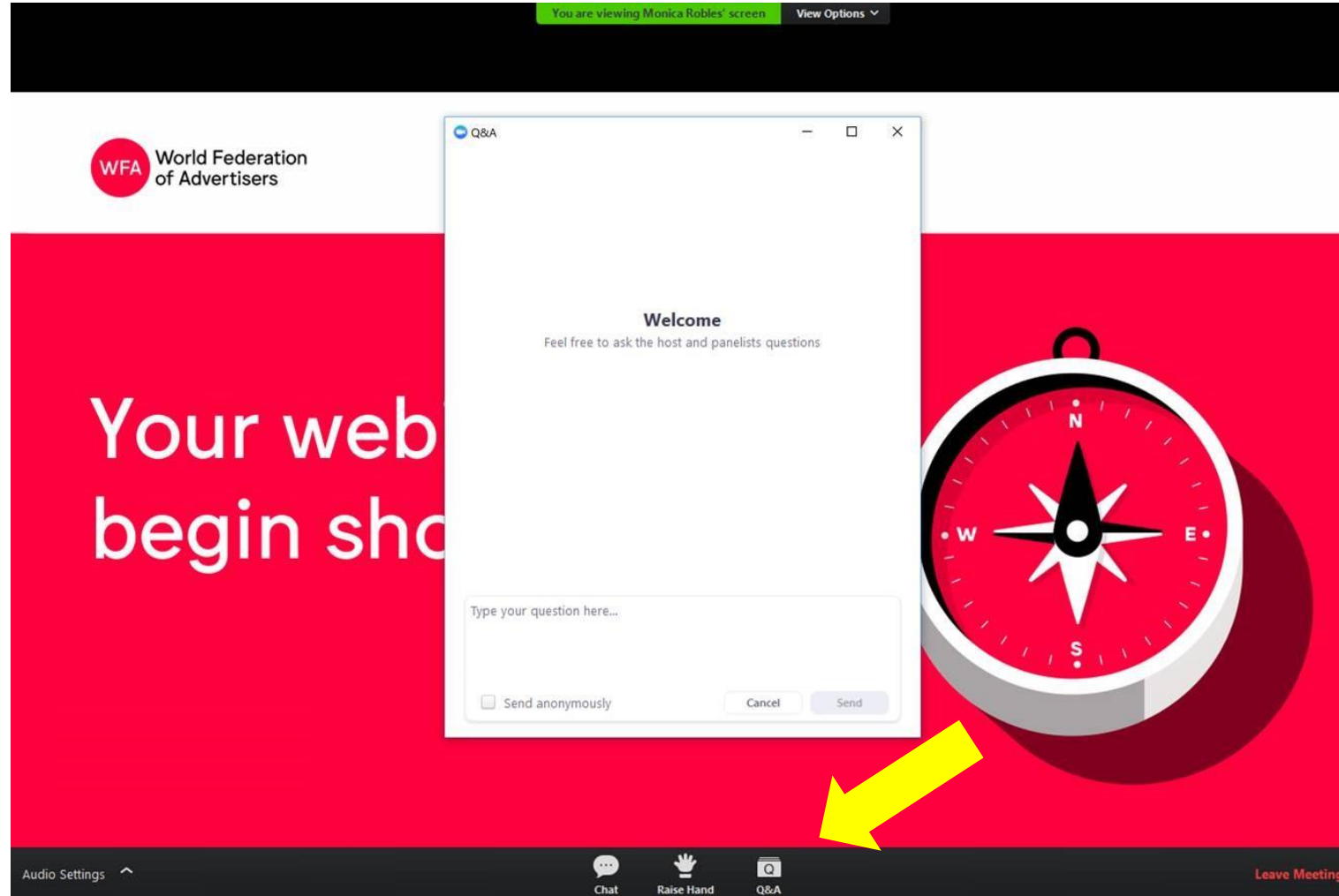
# Leveraging the collective intelligence of our global network



# Welcome to our association members



# Questions welcome





# WFA online resources

## Webinar: Better sponsorship outcomes through better category management

MARKETING ORGANISATION & STRATEGY 1 minute read

This webinar examines processes and tools for better sponsorship investment management.



- How to manage a dynamic sponsorship portfolio consistently and how to ensure each asset (sponsored property) is effectively evaluated when renewing or acquiring
- Measure the impact of sponsorship on measurable brand and commercial objectives effectively and efficiently
- Illustrative case studies that show the approach in action

## Webinar: Crisis clinic - Sponsorship and experiential marketing during COVID-19

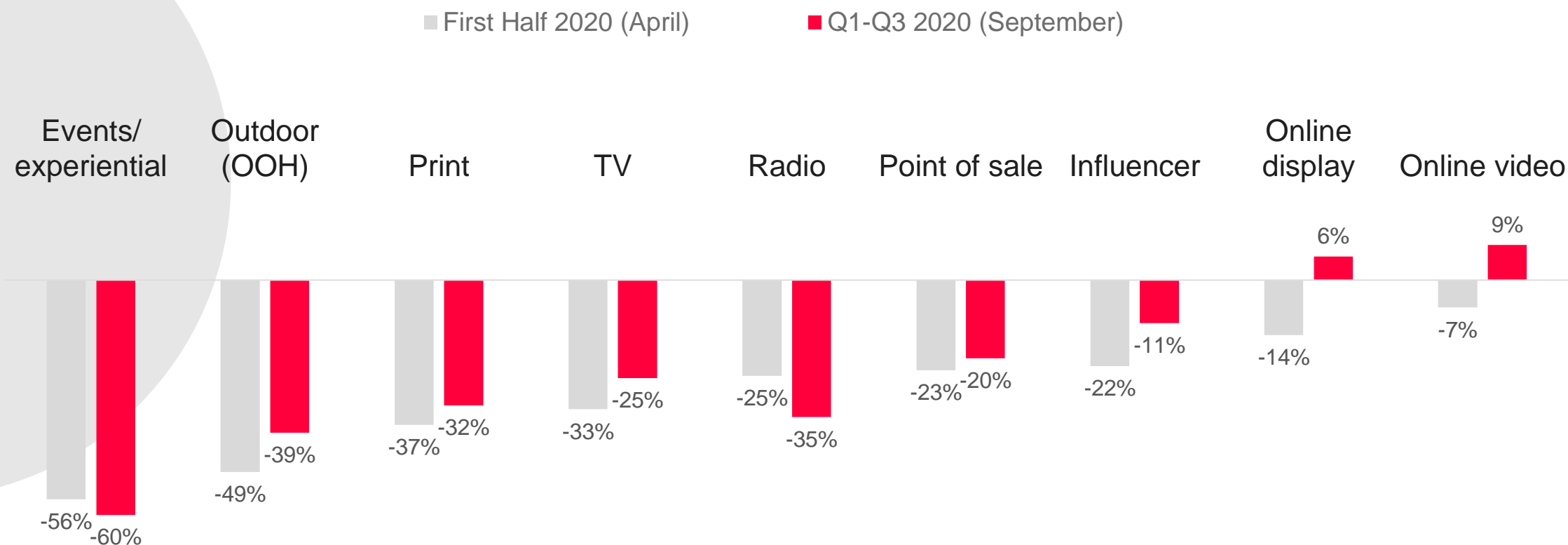
MEDIA 1 minute read

This webinar focusses on what marketing and marketing procurement professionals need to consider regarding sponsorship and experiential marketing in light of the COVID-19 pandemic.



- Evaluating lost value from existing sponsorship deals
- What properties may be slow to recover and what properties might be more valuable
- Key components of sponsorship contracts, what language you should consider including going forward around lost value
- What protocols you should be thinking about for your live brand engagement initiatives (experiential marketing)

# Events / experiential clearly the hardest hit channel amongst WFA members



Q: How has the crisis impact your channel mix for the year so far (Q1-Q3), versus your pre-pandemic plans?

Source: WFA Survey on **Brands' response to Covid-19 Crisis**, September 17<sup>th</sup> – 27<sup>th</sup> 2020; 39 respondents from 35 multinational companies in WFA [membership](#)  
Compared to 38 companies in wave II (April). Note: company sample was not identical



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**Welcome back!**



Ian Malcolm  
President and CEO

**LUMENCY**

**LUMENCY**

**SPONSORSHIP CONSULTING**

**TER IS WHAT MOTIVATES**