



E A S T E R N S T Y R I A

Creative Business Project // Presentation
Tileyard Education // MBO Music Business
Anja Wilawitzer // November 3, 2023



The marketing and
communications agency that
takes your event from local to
luminous.

PROBLEMS

Small to medium-sized events in (small) cities deserve more attention and better communication services.



not enough resources available

whether in terms of time, finances or personnel



long-term advantage and benefit

of professional marketing and communication measures is not (always) recognised



outsourcing of tasks to non-locals

who do not really know the regional market and the respective target groups



SOLUTIONS

LOCALZ Media bridges the gap between event organisers and their local target groups such as visitors, partners, sponsors, and other supporters.



PERSONAL

individually compiled
communication services for an
authentic appearance at eye level



VALUABLE

clear, concrete marketing and PR
measures with real added value

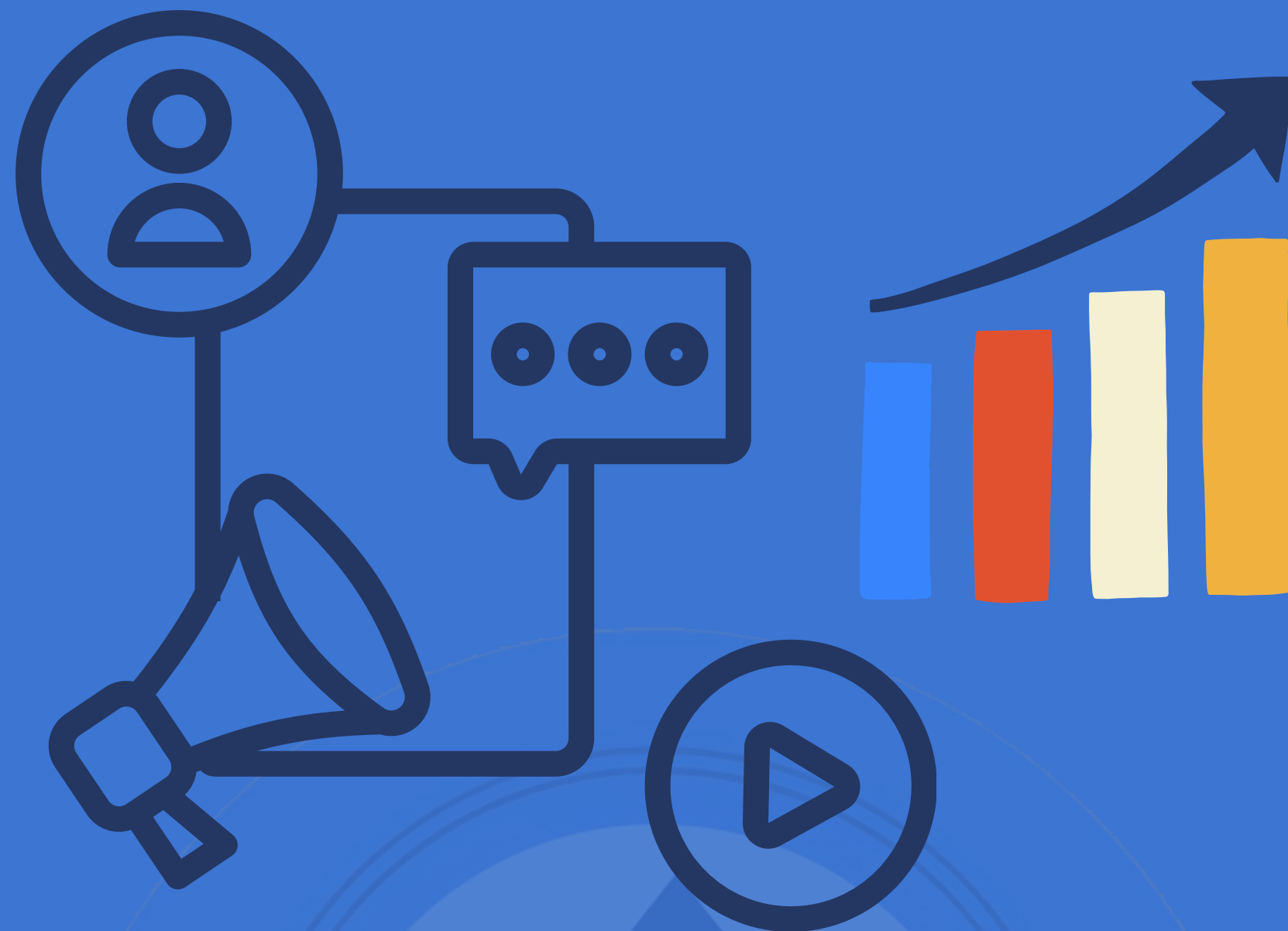


COST-EFFECTIVE

affordable but fair prices so as not
to exclude any stakeholder
groups

Creating a niche by acquiring areas of expertise can result in building a demand for your services. It serves to increase not only sales but also personal and professional marketability.

(Allen, 2004, p. 65)

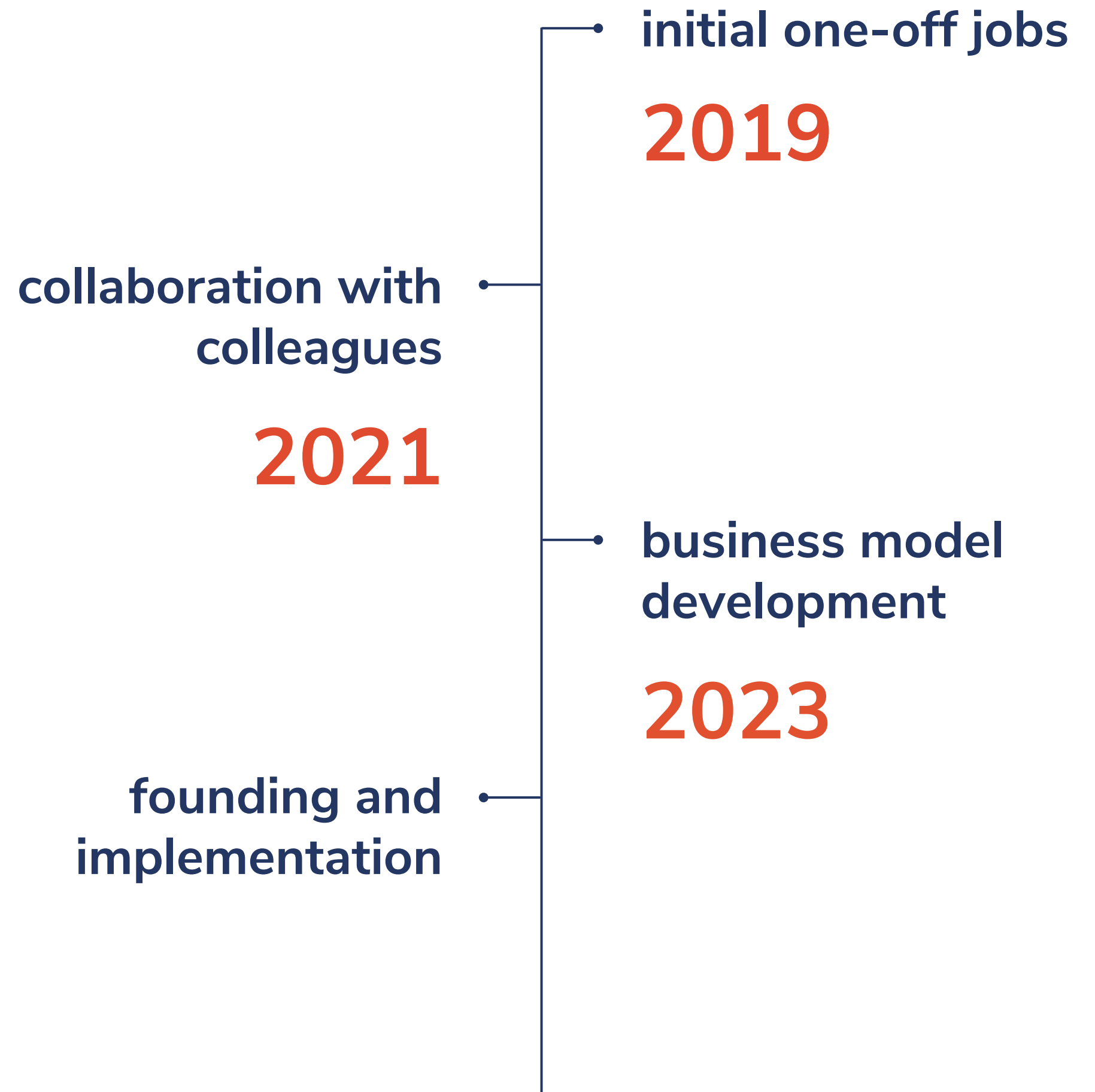


LOCALZ MEDIA

A testament to the commitment to local events and the vision for the Gleisdorf area and other communities in Eastern Styria for the years to come.

HOW LOCALZ STARTED

Four years ago I was already accepting work commissions on and off, but at that time only as a part-time job, which grew and grew.



IT'S TIME TO LEVEL UP

01 Demand is growing

Requests for support in the areas of PR, copywriting and marketing are constantly coming in.

02 Awareness is increasing

More organisers are becoming aware of the current relevance of targeted public relations due to the information overload.

03 Training should become practice

After completing this Master's degree, I would like to implement what I have learned in my home environment.

No event can be effectively sold until a marketing plan is developed. The marketing plan will likely be the predicate that determines success or failure.

(Hoyle, 2002, pp. 18 - 19)

Whether the message is constructed with elements of storytelling, information, or if it focuses on the more emotional experiences will therefore be of significant importance to how the event is processed and the effect it might have.

(Martensen and Grønholdt, 2008, p. 45)

CUSTOMER SEGMENTS

PRIMARY:

**Independent
event organizers
/ event agencies**

Event organisers are currently doing everything they can to market themselves well - to show their expertise and to create awareness among the public.

(Allen, 2004, p.4)

**Local authorities
/ municipal
administration**

"Event and attraction management has become an important issue of tourism policy agendas in most European cities."

(Peters, 2005, p. 147)

**Non-profit
organisations**

Media representation and the integration of our association into the social environment of the community and the region of Eastern Styria is one of the most important aspects.

(Pflüger, 2023)

SECONDARY:

Corporate clients

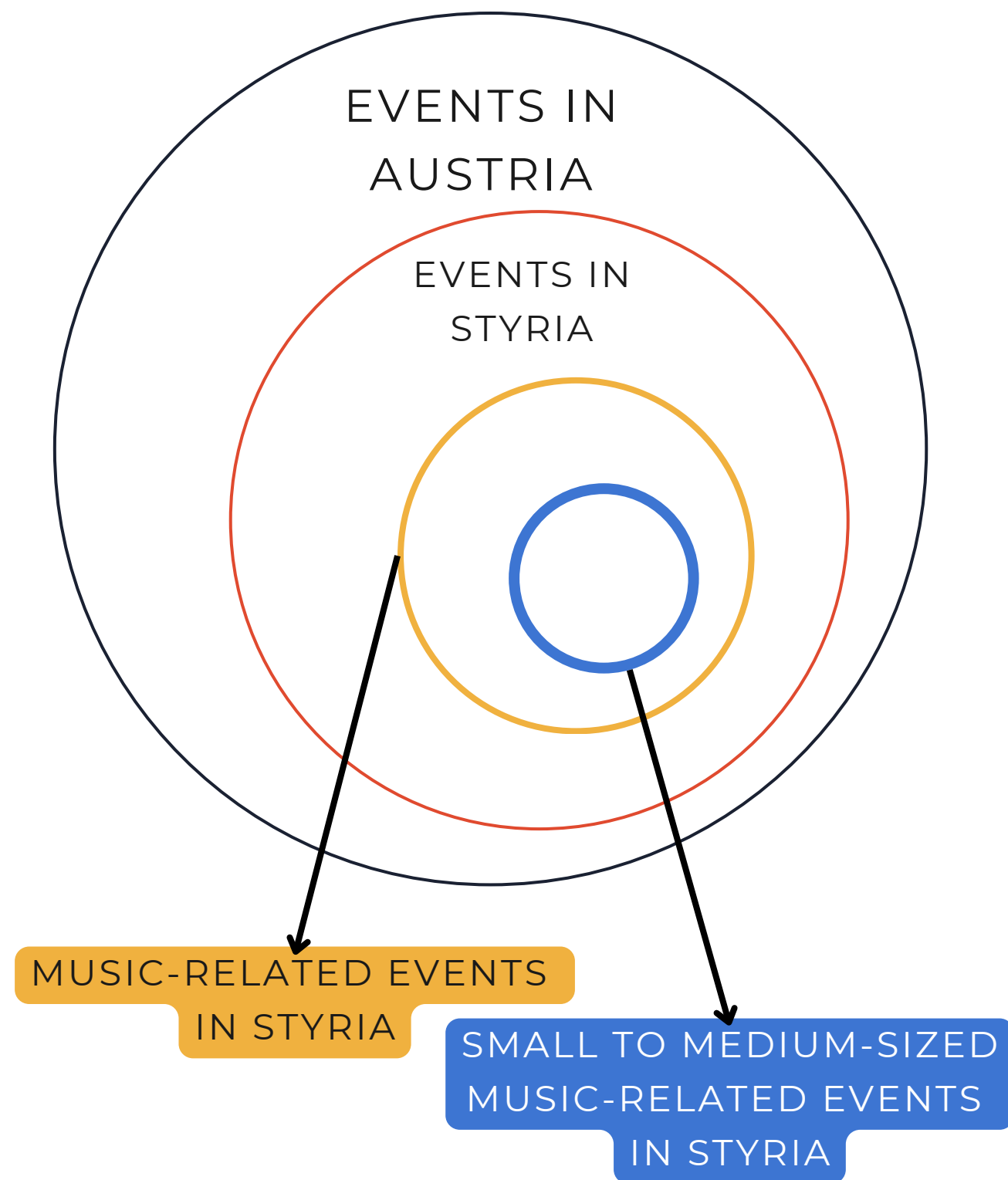
businesses, trade
unions, etc.

Private persons

weddings,
anniversaries, etc.

**Marketing &
comms agencies**

searching for external
support for certain projects



STYRIA HAS 13 DISTRICTS.
THE DISTRICT OF WEIZ HAS 31 MUNICIPALITIES.

MARKET SIZE

MUSIC/ARTISTIC EVENTS

€244.2 M

TOTAL AVAILABLE MARKET (AUSTRIA)

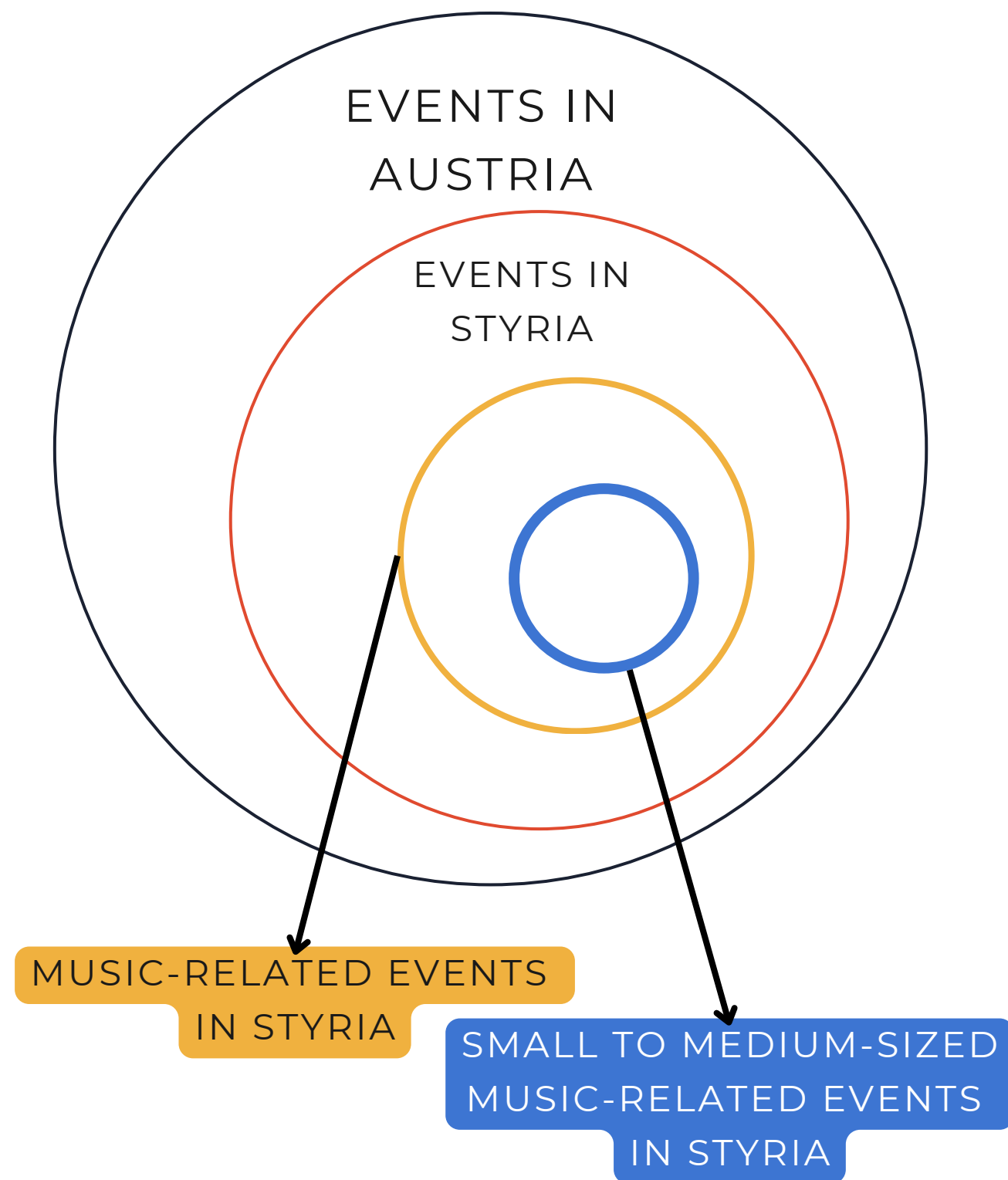
(Statista Market Insights, 2023)

€42.4 M

SERVICEABLE AVAILABLE MARKET (STYRIA)

€105,000

MARKET SHARE (MUNICIPALITY OF GLEISDORF)



STYRIA HAS 13 DISTRICTS.
THE DISTRICT OF WEIZ HAS 31 MUNICIPALITIES.

MARKET SIZE

EVENT MARKETING (SMALL-SCALE)

€44.1 M

TOTAL AVAILABLE MARKET (AUSTRIA)

(Statista Market Insights, 2023)

€1.59 M

SERVICEABLE AVAILABLE MARKET (WEIZ)

€51,290

MARKET SHARE (MUNICIPALITY OF GLEISDORF)

DIRECT COMPETITORS

- brandmood (Vienna)
- Sugar Office (Vienna)
- Happy&Ness (Vienna)
- U[NIKA]T (Klagenfurt)
- Short&Sweet (Graz)
- INTOUCH (Gleisdorf)

INDIRECT COMPETITORS

- pi five Eventmarketing (Vienna)
- IDEAL Live Marketing (Vienna)
- Communify One (Wundschuh)
- MARIVA (Imst)

An event has to contribute to the overall targeted corporate identity of a city.

(Peters and Pikkemaat, 2007, p. 152)

STRENGTHS

- local proximity to customers and event locations
- network of committed professionals
- existing client base from previous projects

WEAKNESSES

- possible lack of diversification if focus is too narrow
- limited branding or awareness of the agency

SWOT

OPPORTUNITIES

- growing interest in local cultural events, especially after periods of restrictions (e.g. through COVID-19)
- opportunity to expand into neighbouring communities or regions

THREATS

- economic downturns that affect the budget for events and marketing
- work overload and consequent lack of quality due to few or no in-house staff

SERVICES OFFERED

PRIMARY:

PR & Storytelling

- **Copywriting**
- Media relations
- (E)PK creation



Digital

- **Content**
- **Social Media**
- SEO
- Website

SECONDARY:

Photography / Videography

Branding

Design

OUR BUSINESS MODEL

There are three basic packages and two additional ones for special customer groups. Referred jobs account for yet another minor income stream.

 €800.-

Basic Package

This package includes up to 20 hours of work, one working person, and only support before the actual event takes place.

 €2,000.-

Standard Package

This package includes up to 50 hours of work, a team of up to two people, and support before as well as during the actual event.

 €3,200.-

Premium Package

This package includes up to 80 hours of work, a team of up to four people, and support before, during as well as after the actual event.

Express Packages

non-profit associations

- up to 15 working hours
- €500.-

acquaintances

- up to 15 working hours
- €250.-

MARKETING & SALES



Focus must be paid not only to what is being said and seen but how the marketing message is delivered to the client.

(Allen, 2004, p.132)

- NETWORKING & PARTNERSHIPS
- CUSTOMER REVIEWS & REFERENCES
- PUBLIC RELATIONS (PR)
- LONG-TERM CUSTOMER LOYALTY

(FINANCIAL) PROJECTIONS

A look at where we want to go in the next few years.



A horizontal timeline with three vertical tick marks. Below the first tick mark is the 'Year 1' section. Below the second tick mark is the 'Year 3' section. Below the third tick mark is the 'Year 5' section.

Year 1

Targeted annual
turnover: €99,000

Year 3

Targeted annual
turnover: €102,000

- increased hourly wage
- +1 employee

Year 5

Targeted annual
turnover: €151,800



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