

# Make Money from Climate Change

## Marketing Plan for the Oxfordshire Roadshow

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### Distribution:

Barry Wheatley	Federation of Small Businesses, Oxfordshire
Karen Durcan	Federation of Small Businesses, Thames Valley
Iain Nicholson	Oxfordshire Town Chambers Network
Patricia Wainwright	Amey
Erica Russell	Business Link
Alan Frost	Business Link
Lisa Mattsson	Envirowise
Eugene Baston	Eugene Baston Communications

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## **1 Executive Summary**

The Make Money from Climate Change roadshow is being run on behalf of the FSB across Oxfordshire from April to October inclusive, covering 11 towns.

Following the first event at Kidlington it was clear that the roadshow required a formal promotional process that could be replicated across the county.

This document describes how we will market the remaining 10 events.

## **2 Marketing Strategy**

### **2.1 Promotional Goals**

To be successful, the advertising should bring the right kind of audience and the right numbers of people.

- Target Numbers: 40 delegates per event
- Target Delegate profile: SME business owners or sole traders, with traditional businesses.

In addition, the promotional activities should enhance rather than diminish the goals of the sponsors and supporters.

### **2.2 Promotional Mix and Channels**

To reach the target audience, we will use the following promotional mix:

#### **2.2.1 Promotional flyer**

##### **2.2.1.1 Channels**

- FSB membership – email and letters as per membership contact options [Owner: Karen Durcan]
- Business Link – business database – emails [Owner: Erica Russell]
- Amey – email business contacts [Owner: Patricia Wainwright]
- District Councils – emailing their business database [Owner: Sue Priest liaising]
- OTCN and relevant Town Chamber for each event [Owner: Iain Nicholson]

##### **2.2.1.2 Timing**

In all cases above, the flyer should be sent:

- One month prior to the event
- Two weeks prior to the event as a “last chance to book”

##### **2.2.1.3 Content**

In all cases, the flyer (appendix A) should be accompanied with the following text:

“Invitation is to business owners or sole traders, Arrival from 6:30pm, Buffet from 6:45pm, Talks start 7:15, Networking before and after event”

## **2.2.2 Personal promotion**

### **2.2.2.1 Channels**

- Face-to-face at networking events [All]
- Town-specific networking events eg Witney Big Breakfast [Owner: Charismatic MC]
- Radio interviews and free advertising [all to try, but likely Barry Wheatley or Sue Priest]
  - BBC Radio Oxford
  - JackFM
  - Heart FM

### **2.2.2.2 Content**

What is said by someone doing a face-to-face interview is up to them, however this may be of use:

- We are focused on INSPIRING INNOVATION AROUND THE LOW CARBON ECONOMY
- We are looking for delegates that are SME owners or Sole Traders
- The event includes case study presenters of local businesses who have done it for real
- The flyer and booking details can be obtained from the FSB's Oxfordshire website or ems2.com's homepage
- The main sponsors and supporters, ie Oxfordshire Economic Partnership, FSB, Business Link, Envirowise, OTCN and the District and City Councils, Amey and Ems2, BC Strategies and Click-on logistics

### **2.2.2.3 Timing**

Personal promotion can happen at any time, however, specific requests for a radio interview should be made the week before each event.

## **2.2.3 Websites**

### **2.2.3.1 Channels**

- FSB Oxfordshire website [ owner Karen Durcan]
- Business Link website [owner Erica Russell]
- District councils websites [Owner Sue Priest liaising]
- OTCN website [Owner Iain Nicholson]
- Ems2.com has the flyer on its homepage plus the repository of powerpoints for each case study [owner Sue Priest]
- OXNEWS websites [owner Sue Priest]

### **2.2.3.2 Content**

The content on all websites would be the flyer, plus the wording about buffet (based on feedback, we need to be more explicit about there being food as some think "Refreshments" means tea and coffee). In addition, the slides will be hosted on the ems2 climate secrets repository.

### **2.2.3.3 Timing**

Keep the flyer on the website from now until the end of October.

## 2.2.4 Newspapers and journals

### 2.2.4.1 Channels

- Oxford Times [tbs]
- Local Newspapers for each town [tbs]
- Magazines for the county [tbs]
- District council, FSB, OTCN and Business Link journals [tbs]

### 2.2.4.2 Content

Boiler plate press release is being drafted by Eugene Baston and will be included in a future revision of this draft.

- Press releases before the event being covered should include invitations for the press to cover specific events with press-produced editorial
- Press releases after the event should include:
  - who the speakers were
  - any highlights of the evening or of the feedback
  - the location and date of the next event on the roadshow
  - where to download the flyer
  - how to book

### 2.2.4.3 Timing

10 days prior to each event and within 7 working days after the event, with photographs.

## 2.2.5 Television

*Engagement with BBC1 Oxford editorial team to consider following the roadshow to be discussed with supporters and sponsors.*

### 3 Marketing Schedule (Gantt chart)


ID	Task Name	4th Quarter			1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			1st Quarter			2nd Quarter			3rd Quarter			4th Q	
		Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
1	Update website wording							16/04	All																		
2	Email flyer to town contacts via all channels							16/04	All																		
3	Issue press release for Kidlington							20/04	Sue Priest																		
4	Email "last chance to book" through all email channels							28/04	All																		
5	Request for radio promotion							05/05	Sue Priest																		
6	DIDCOT							12/05																			
7	Issue post-event press release							18/05	Sue Priest																		
8	Email flyer to town contacts via all channels							24/04	All																		
9	Email "last chance to book" through all email channels							11/05	All																		
10	Request for radio promotion							18/05	Sue Priest																		
11	WITNEY							26/05																			
12	Issue post-event press release							01/06	Sue Priest																		
13	Email flyer to town contacts via all channels							01/05	All																		
14	Email "last chance to book" through all email channels							19/05	All																		
15	Request for radio promotion							25/05	Sue Priest																		
16	THAME							02/06																			
17	Issue post-event press release							08/06	Sue Priest																		
18	Email flyer to town contacts via all channels							25/05	All																		
19	Email "last chance to book" through all email channels							10/06	All																		
20	Request for radio promotion							15/06	Sue Priest																		
21	CHIPPING NORTON							24/06																			
22	Issue post-event press release							30/06	Sue Priest																		
23	Email flyer to town contacts via all channels							22/06	All																		
24	Email "last chance to book" through all email channels							07/07	All																		
25	Request for radio promotion							13/07	Sue Priest																		
26	ABINGDON							21/07																			
27	Issue post-event press release							28/07	Sue Priest																		
28	Email flyer to town contacts via all channels							17/07	All																		
29	Email "last chance to book" through all email channels							04/08	All																		
30	Request for radio promotion							10/08	Sue Priest																		
31	FARINGDON							18/08																			
32	Issue post-event press release							25/08	Sue Priest																		
33	Email flyer to town contacts via all channels							14/08	All																		
34	Email "last chance to book" through all email channels							01/09	All																		
35	Request for radio promotion							07/09	Sue Priest																		
36	OXFORD CITY							15/09																			
37	Issue post-event press release							22/09	Sue Priest																		
38	Email flyer to town contacts via all channels							31/08	All																		
39	Email "last chance to book" through all email channels							16/09	All																		
40	Request for radio promotion							21/09	Sue Priest																		
41	HENLEY							30/09																			
42	Issue post-event press release							07/10	Sue Priest																		
43	Email flyer to town contacts via all channels							08/09	All																		
44	Email "last chance to book" through all email channels							24/09	All																		
45	Request for radio promotion							28/09	Sue Priest																		
46	WANTAGE							08/10																			
47	Issue post-event press release							15/10	Sue Priest																		
48	Email flyer to town contacts via all channels							28/09	All																		
49	Email "last chance to book" through all email channels							13/10	All																		
50	Request for radio promotion							19/10	Sue Priest																		
51	WALLINGFORD							27/10																			
52	Issue post-event press release							03/11	Sue Priest																		

4 Appendix A: Flyer for remaining 10 events

Free event & refreshments

# Make Money ...from Climate Change

- ▶ Use the challenge of climate change to generate new commercial opportunities for your business.
- ▶ Hear from business owners who have already used the green agenda to drive their businesses forward.
- ▶ Question and answer session with a panel of industry experts.
- ▶ Hear why large company, Amey, are seeking lower carbon suppliers from the local area.



7pm-9pm	12 <sup>th</sup> May	<b>Didcot</b> - Cornerstone Arts Centre
7pm-9pm	26 <sup>th</sup> May	<b>Witney</b> - Corn Exchange
7pm-9pm	2 <sup>nd</sup> June	<b>Thame</b> - Spreadeagle Hotel
7pm-9pm	24 <sup>th</sup> June	<b>Chipping Norton</b> - Crown and Cushion
7pm-9pm	21 <sup>st</sup> July	<b>Abingdon</b> - Council Chamber, Guildhall
7pm-9pm	18 <sup>th</sup> August	<b>Faringdon</b> - Faringdon Business Centre
7pm-9pm	15 <sup>th</sup> September	<b>Oxford City</b> - Oxford Town Hall
7pm-9pm	30 <sup>th</sup> September	<b>Henley</b> - Henley River & Rowing Museum
7pm-9pm	8 <sup>th</sup> October	<b>Wantage</b> - LaIns Barn
7pm-9pm	27 <sup>th</sup> October	<b>Wallingford</b> - South Oxfordshire District Council Offices

### PROGRAMME

**Introductions**  
By the Federation of Small Businesses and Business Link

**Scene Setting**  
Climate change overview: Sue Priest of EMS2  
Pressures for low carbon procurement: Patricia Walwright, Keith Sexton or John Culley of Amey

**Case Studies**  
A set of three case studies presented by local business owners showing how they changed their companies to offer new products or services to help with climate change

**Question & Answer Panel**  
Our speakers will be joined on the expert panel by: Envirowise, Business Link, Click-on Logistics and BC Strategies of Operation Oorich

### TO BOOK

To book your place for an event please call Business Link on:

0845 600 9 006


quoting your preferred date, venue & 'Make Money From Climate Change'

or book by email at:  
[info@businesslinksolutions.co.uk](mailto:info@businesslinksolutions.co.uk)

MORE INFORMATION

Please email : [sue.priest@ems2.com](mailto:sue.priest@ems2.com)

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