

You make this Umbel / MVPindex SXSW event happen. This is your **playbook**.



UMBEL

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# Overview

**Project:** SXSW Umbel

**Problem:** With short timelines and limited budget, Umbel still needs to leverage the SXSW Festival (sports in particular) to connect with key prospects (and entertain current clients) that will be attending a SXSW event. It is an excellent opportunity to discuss and answer questions about the recent merger with MVPindex. This effort is highly focused and without waste. (Account Based Marketing approach)

**Solution:** Umbel will further communicate the recent merger with MVPindex, strengthen customer relationships, enforce it's value prop, and move deals to their next phase.

## Key Dates

Drive awareness: -panel, party, meetings	2/23/2018 – 3/9/2018
Pendo	3/1/18
"Tacos and Talk" – breakfast panel	3/9/2018
Seaholm activities	3/9/2018 (830am-4pm)
Seaholm available for meetings*	3/9/2018 – 3/11/2018

**\* Umbelers need to be present if they are hosting meetings, office will be locked and Ops staff will not be here to let people in**

SXSW Sports is a high energy experience filled with learning, networking, celeb sightings, and work events. Why not take a break from the insanity and catch up with your friends at Umbel. Let us show you around our hometown on a Duffy or maybe just meet up for a coffee at Merit.

Maybe you need a bigger break from the Sx'insanity? Come visit us at the Historic Seaholm Power Plant. It may no longer burn natural gas to power the city, but the art deco-inspired mixed use space now powers data-driven marketing through its tennant, Umbel, to 55 big name Sports Teams and 27 Entertainment Companies and 25 other progressive Data Driven companies. For SXSW, we've remade the plant once again to refuel and rePower you.

Is the trip more "all work and only a little bit of play"? We get it. Come use our phone booths, conference rooms, wifi, standup desks, and even our video conferencing tool for a little bit of uninterrupted work quality time.

**March 9, 2018 | 8:30 AM | Austin, TX\***

**Charge up with breakfast tacos, conversation with innovators and one big giveaway**

*\*Can't Make It? RSVP and we'll send you a recording of the panel*

Get some of Austin's finest breakfast tacos and leave with a full stomach, caffeine buzz, and a brain brimming with Sports marketing know how. Umbel's exclusive pre-SXSW Saturday Panel: "Marketing When Fan is King" with panelists: Mike Malo- Vice President Of Business Development or Umbel, Harlow Yaeger- Digital Marketing Manager of Circuit of America, Nick Schenck- SVP of Customer Acquisition and Marketing for FloSports **[MVPindex panelist &/or POTENTIAL MVPindex client will join the panel]**

**SXSWUmbel** - While you are in Austin jump on our [chat console](#) <link:

<https://www.umbel.com/repower>> and our Team can be your personal concierge for food recommendations, entertainment options, or just an entertaining gif or two.

# Pre Event



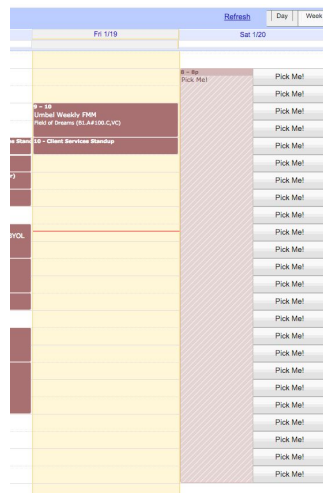
# Email Footer

## Objectives:

Every available Umbeler from 3/9 – 3/11 should set up Appointment Slots  
Reserve link (RSVP) unique for every SD, CP, and DMS

## Setting up Appointments with Google Appointments

1. Reserve link (RSVP) unique for every SD and CP
  - a. Google Appointment Slots
    - i. SD/CPs will need to create their available slots for the time the prospects/current clients will be in town.
    - ii. HOW TO -  
<https://support.google.com/calendar/answer/190998?hl=en>
      1. Example -  
<https://calendar.google.com/calendar/selfsched?sstoken=UU02a3EYUU2NGpBfGRIZmF1bHR8ZWNhYTNIjAwYTdhOWUwNTU1M2IzYzU3ZTAyNTBhMTg>
2. Duplicate every client meeting to 2018 SXSW Meetings calendar
  - a. <https://calendar.google.com/calendar?cid=dW1iZWwuY29tX3N2b2Y1c2RnbWdscWtyaGMwMzI2bmwyOWZnQGdyb3VwLmNhbGVuZGFyLmdvb2dsZS5jb20>



# Email Communication

Looking for some direction on how to communicate this SXSW Umbel event? We have you covered.

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## Overview

We'll be hosting a breakfast panel on 3/9 at 8:30am (SXSW Sports begins at 11am later that day). The panel will be on Marketing When Fan is King with Mike Malo, Nick Schenck from FloSports, and Harlow Yaeger from Circuit of the Americas.

Attendees will get entered for a chance to win one Premium Activation. Use the space for the weekend (**need an Umbel employee escort since no one will be at the front desk**) for anyone who wants to unwind or snag a conference room to meet a new contact (or us).

People can register at <https://umbel.typeform.com/to/tj37Y4> or get more details at [umbel.com/repower](http://umbel.com/repower)

## Email (sales/CP)

Subject Options: In Austin March 9th?  
Tacos + Talk During SXSW?

Hi there,

Will you be in Austin for SXSW? We'd love to have you join Umbel and MVPindex for our exclusive rePower event at Austin's iconic Seaholm Plant to connect with innovators, charge up with tacos, coffee and giveaways all weekend long, or charge down in one of our quiet areas.

Kick your weekend off at **Tacos and Talk on Friday, March 9th from 8:30am-10am** with a panel featuring veteran sports marketer and Umbel VP of Business Development, Mike Malo; FloSports SVP of Customer Acquisition and Marketing, Nick Schenck; and Circuit of the Americas Marketing Manager, Harlow Yaeger, on how organizations of all sizes market "when fan is king."

Learn more at [umbel.com/repower](http://umbel.com/repower) or [RSVP here](#) [<https://umbel.typeform.com/to/tj37Y4>] so we have (more than) enough caffeine, chow, and cheer to go around!

**P.S. Can't make it? RSVP and we'll send you a recording of the panel.**

[Meeting footer]

## Panel Promo Email

Subject 1: You're Invited: Talk and Tacos on March 9th

**March 9, 2018 | 8:30 AM | Austin, TX\***

Charge up with breakfast tacos, conversation with innovators and one *big* giveaway

*\*Can't Make It? RSVP and we'll send you a recording of the panel*

Whether you're marketing to an NFL superfan, EDM fan, or eSports fan, discovering the behaviors of your target audience is more critical than ever to drive the behaviors you want—no matter the size of your organization.

Join our panel featuring experts from Umbel, MVPindex, FloSports, and Circuit of the Americas on:

- Defining the right insights to match niche audiences to the right product
- Adapting to and thriving in a changing (and often overwhelming) data landscape

- How rights holders deliver niche audience content and fan data to increasingly demanding brands

RSVP or learn more about Umbel and MVPindex's rePower event March 9 in Austin's iconic Seaholm Power Plant featuring networking, quiet areas and conference rooms, and giveaways all day long.

## Panel Promo Email 2

Subject 1: RSVP: rePower with Tacos and Talk

March 9, 2018 | 8:30 AM | Austin, TX\*

Charge up with breakfast tacos, conversation with innovators, and one *big* giveaway

*\*Can't Make It? RSVP and we'll send you a recording of the panel*

Headed to Austin for a certain big conference in March? Join Umbel and MVPindex March 9th, kicking off with a panel of marketing innovators discussing how organizations of all sizes drive success by understanding and reaching their most valuable audience segments.

Featuring experts from Umbel, FloSports, and Circuit of the Americas, *Marketing When Fan is King* will help you discover how leading sports organizations:

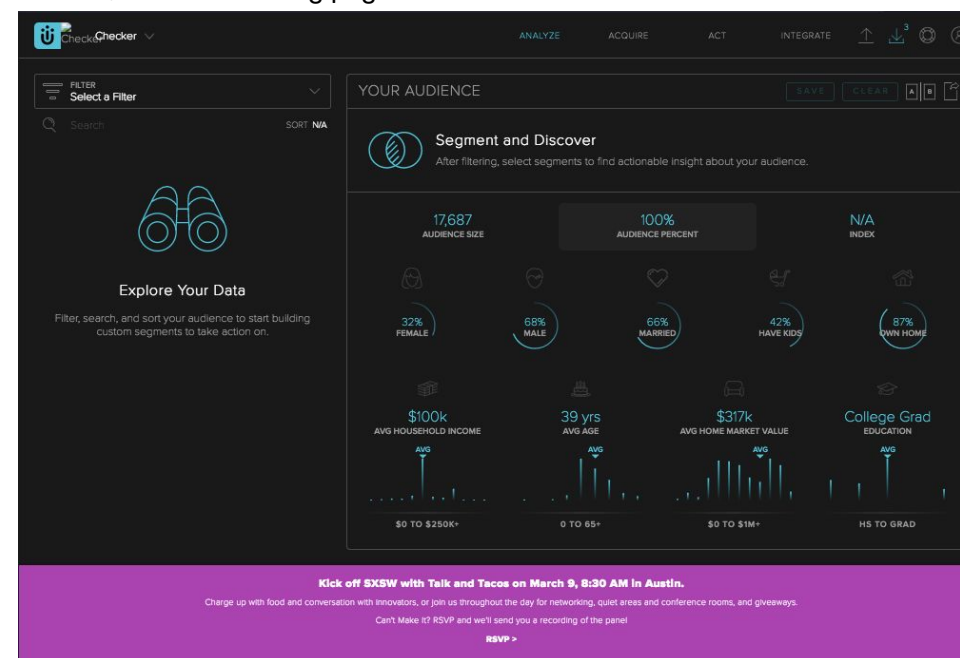
- Deliver niche audience content and fan data to increasingly demanding brands
- Adapt to and thrive in a changing—and often overwhelming—data landscape
- Define the right insights to match hypertargeted and niche audiences to the right product

Your biggest fans might be out of reach—join us March 9th to learn how data can bring you closer to them—and more revenue. RSVP today or learn more about rePower hosted by Umbel and MVPindex at [umbel.com/repower](http://umbel.com/repower).

## Pendo

### In product March 1

Pendo is prompting users about the panel and scheduling conference rooms with a link to the /rePower landing page.



## Team Quota

Make sure you copy your meeting onto the SXSW Umbel calendar so you can meet the team goal of **15 meetings**. What will you get if we do? Stay tuned - it will be something amazing I assure you.

# Event





# "Tacos and Talk" Panel



**March 9, 2018 | 8:30 AM | Austin, TX\***

Charge up with breakfast tacos, conversation with innovators and one *big* giveaway  
*\*Can't Make It? RSVP and we'll send you a recording of the panel*

Topic: **"Marketing When Fan is King: Finding Who Cares Most About Your Brand"**

Whether you're marketing to an NFL fan, EDM fan, or eSports fan, discovering the behaviors of your target audience is more critical than ever to drive the behaviors you want. Join our panel featuring experts from Umbel, FloSports, and Circuit of The Americas on:

Defining the right insights to match niche audiences to the right product  
Adapting to and thriving in a changing (and often overwhelming) data landscape  
How rights holders deliver niche audience content and fan data to increasingly demanding brands

Panelists: Mike Malo- *Vice President Of Business Development at Umbel*, Harlow Yaeger- *Digital Marketing Manager of Circuit of America*, Nick Schenck- *SVP of Customer Acquisition and Marketing for FloSports [MVPindex panelist &/or POTENTIAL MVPindex client will join the panel]*

List of discussion points for the topic

1. We talk all the time about how data has changed player performance, and the game. How has data changed how we market to fans?
2. We've seen declining OTA ratings among a few sports. Do you think teams and

leagues are making the right moves to respond to that?

3. (Harlow) Do you view a fan as a COTA fan or a Formula 1 fan or a female formula 1 fan? How granular do you get when you run campaigns? [Similar question to others]
4. How do your sponsorships and partnerships factor into the type of audience data that you use?
5. What data is the most valuable? How can you assign value to it?
6. In the focus in data and getting more targeted with advertising, has the creative element changed?
7. With social media, how do (or how should) players and brand ambassadors play into the team or venue's marketing strategy?
8. What do you predict will be the big story in sports marketing this year that people will be reacting to next year?

## How to sign up...

People can register at <https://umbel.typeform.com/to/tj37Y4> or get more details at [umbel.com/repower](http://umbel.com/repower)

## Activities around the panel

**These activities will only be available during March 9 from 830am to 4pm.**

1. Custom caricatures
  - a. The panel attendees will be promoted via a sign to get themselves "Indexified"
  - b. This will be handled via an iPad setup to take their photo and submit it through an Image Meme Premium Activation
  - c. Their photo will be turned around and inputted in a Trading Card frame to be emailed to them in the next week as part of the fuller follow up
2. Charging stations
  - a. Setting up a wealth of power strips and USB ports alongside connectors to charge any and all Smart devices
3. Food, beverages, snacks
  - a. Food
    - i. Breakfast
      1. Coffee
      2. Tacos

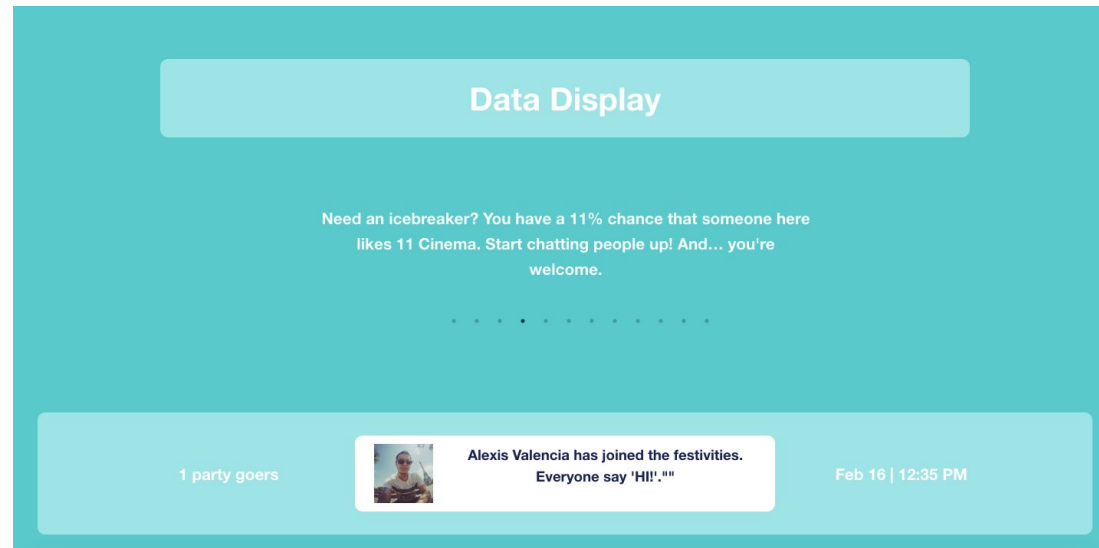
- ii. Snacks/Drinks
  - 1. Office snacks
  - 2. La Croix
  - 3. Beer
  - 4. Cold brew
  - 5. Mimosas
  - 6. Wheatgrass shots
- 4. Schedule conference rooms
- 5. Guest WiFi
  - a. Umbel - Guest
  - b. audience
- 6. Umbel LIVE

<https://github.com/umbel/UmbelLive/wiki/General-modules>

- 2. Walls and content (slides): please read section 'Walls' from this wiki  
<https://github.com/umbel/UmbelLive/wiki/General-modules>

ii. DEMO - public wall: <https://umbel-live.herokuapp.com/>

- 7. Umbel collateral stand
  - a. One-sheet with the 4As
  - b. Packaged together case studies



- a. "What is it?"
- b. Umbel LIVE will rotate through different buckets of display scenarios that pull from event specific data sources for a dynamic and changing experience. The rotation can be handled through an animation transition on a timer that allows the "slide" content enough time to be on the screen. The items marked "Pop-up" will come up after the specific event is triggered. Would also be beneficial to have the option in the backend to only display "Insights" Same option to display or not to display the check-ins and the tweets."
  - i. Admin: <https://umbel-live.herokuapp.com/admin>
    - 1. Insights: please read section 'Insights' from this wiki

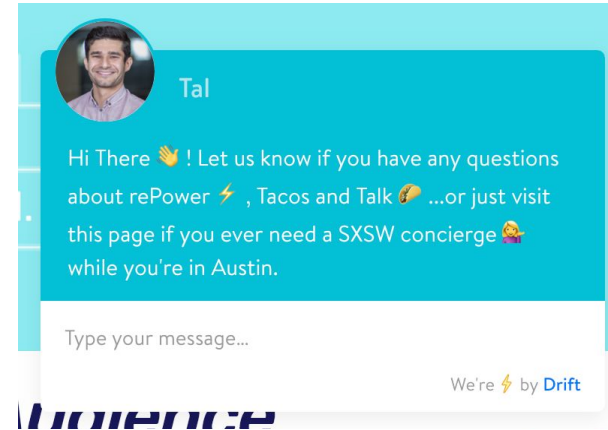
# Meeting Location Opportunities

1. Seaholm
2. [Duffy boat rental](#)
  - a. <http://www.capitalcruises.com/boat-rentals-on-lady-bird-lake/duffy-rentals/>
  - b. 1 – 10 people – \$65.00 per hour
    - i. \*Rentals after 5:00 pm have a two-hour minimum. Rates increase on certain holidays; Valentine’s Day, July 4th and New Year’s Eve. [Click here for holiday rentals.\\*](#)
3. Town lake walks
4. Tour around Austin
5. Coffee meetups near SXSW Sports events
  - a. [Schedule](#) - <https://schedule.sxsw.com/2018/events/track/Sports>

# Drift Landing Page

<http://www.umbel.com/repower/>

1. Content
  - a. SXUmbel Events
    - i. Panel information
      1. Registration through Typeform
    - ii. Drawing information about offer to those attending the panel or submitting an entry through a Trading Card code
    - iii. Information about rePower event
  - b. Drift inquiry window
    - i. Umbel will monitor to answer Austin or SXSW questions while clients/prospects are out and about
  - c. Map for locations of interest around Seaholm



# Trading Cards

**These will be handed out to all attendees for the Umbel Panel on March 9th. We plan on having enough for SDs and CPs to hand out to their scheduled meetings.**

**QUANTITY: 100 Sets**



1. 7 Cards
  - a. Contain leverageable elements and best practices around different Umbel elements and an overview of MVPindex
2. Starbucks gift cards in 20 of the handouts
3. One card has Large Drawing Incentive details and a unique code that can be entered in order to participate in the drawing

- a. Get an ink stamp with a rolling number to track the code redemption opportunities
  - b. Link on card will drive to a Premium Activation to collect entries
4. Another card will have high level information about MVPindex
5. Sized to go inside Umbel sticky smartphone wallet
6. Should also include a business card

## Swag Bag

Assembled items in a handy tote to be handed out to interested Panel attendees.

1. Water bottles
2. Stickers
3. Notebooks
4. Socks

# Post Event



# Email Follow-up

## Survey

Details will be revealed at a later date

## Caricature

This will be sent as a follow-up should the attendees at the Panel decide to take a picture and have Kenn and Kelsey “Umbelfy” them.

## Winner announcement

One lucky winner will be randomly chose to get a Premium Activation.