

Overview: We're proposing to run the 2022 iteration of the popular Cannes Do dinner/event on Friday 18 March 2022, and are looking to identify an external agency within our membership to work with the PL team on the development and delivery of the marketing elements that surround it.

Objectives: To drive awareness and anticipation around the event, which will be the first since March 2019; to enhance the experience of attendees; to provide support and expertise for the Professional Liverpool team in the marketing of the event to attendees and sponsors.

Audience: Professional Liverpool members – the professional community that it represents (in the widest sense), but specifically the property and regeneration sector (where the event originated).

Suggested Deliverables:

- Design and print work; provision of collateral for email marketing, website, social media, presentations (e.g. on screens at venue), event specific collateral (e.g. 550 menus approx.)
- Scheduling/management of campaign, working closely with the PL team, to drive sales (if required), sponsorship, but also to 'tell a story' around PL and the event.
- Assessment and use of existing collateral (e.g. video content) where appropriate to reduce creative time spent.

Ideally some outputs should be reusable and not just time/event specific e.g. about PL, the quality of our outputs, our community etc.

In terms of the concept, it should recognise the heritage of the event, its connection to the property community/Mipim/Cannes, its evolution, and its future.

Stakeholders:

- PL team
- PL Board
- Property sector/Development & Regeneration sector representatives (e.g. it is likely that we will pull together a small steering group)

Timeline:

- Ideally appointment before the end of 2021, with view to working with appointed agency in January. Elements of the project need delivering in the build up to the event, some at the event itself, some post event. The appointed agency should advise.

The sponsors will need to be featured during the event. In previous years we have had a sponsor's video, which worked well. If a video is not a financially viable option, the sponsors will need to be featured in an alternative format.

As we were unable to host the event last year, we hope to make Cannes Do 2022 a celebration our members will remember. We know this is a modest budget and we are open to creative solutions to make this our most high-profile Cannes Do to date.

Budget: £2-3k.