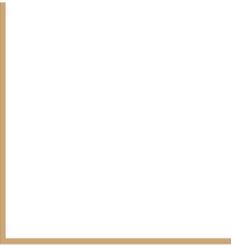




CANADA
ELLE

15th Anniversary Event



MDST 3030*02: Final Group Assignment

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22 March 2016

Background



- 15th Anniversary of ELLE Canada
- 7th May 2016
- 7:00 p.m. - 1:00 a.m.
- 315 Queen Street East, Toronto, ON
- VIP event
- Industry spokesperson
- Local and national media outlets
- Photographer and photo booth
- Cocktails and appetizers
- Live music
- Award ceremony
- Giveaways

Objectives

- Establish ELLE Canada anniversary event as imperative and newsworthy amongst invitees in month preceding the event
- Attract attention to the event by inviting local and national media influencers, accumulating media attention through 5+ media outlets
- Build awareness throughout industry, inviting 350+ industry representatives and company sponsors via RSVP media invitation three weeks prior to the event
- Establish industrial relationships to build clientele and media database within following month of the event (channel building and support)
- Increase industrial following on all social media platforms within following month of the event (i.e. Facebook, Instagram and Twitter)
- Generate 50+ editorial pieces on the event and 5000+ impressions on the anniversary within following month of the event

Proposal

Using ELLE Canada's highly anticipated 15th anniversary as the basis of an event, invite local and national media outlets to a VIP style event at Berkeley Church with Editor-in-Chief, Noreen Flanagan, to celebrate the success of continual business and highlight the publication's biggest achievements thus far.



Timings

Event

7 May 2016

Held on the first Saturday of May to entice excitement about editorial anniversary edition and celebratory event

Spokesperson

Noreen Flanagan, editor-in-chief of ELLE Canada

Continual media training one month in advance

- Styles and looks
- Speech/Interviews
- Media Q&A
- Social media agenda

Media

Media Invitees

All marketing materials and media invitations released three weeks in advance

Location

Berkeley Church
315 Queen Street E
Toronto, ON

- Held in the Grand Ballroom (first floor) and in the Mezzanine (second floor)
- Max capacity of 400 seated guests or 575 standing guests



A TRULY MULTI-PLATFORM BRAND

CANADA **ELLE**



Magazine
1.6MM readers
2.9MM impressions



Social Media*
20MM impressions



Mobile APP
2M UU's
14M impressions

Monthly Contests

25M entries



ELLE
GOT TO HAVE IT!

ELLE **MAN**



Annual Readers Choice

ELLE
CANADA

Delivering an estimated
24 MILLION+
impressions
per month

ELLE WORLD

BLOG



Mobile Website
40M UU's
48M impressions



Website
101M UV's
295M Impressions



iPad and digital editions

ELLE **VIP**
EVENTS & EXPERIENCES



E-newsletter
91M subscribers
366M impressions

Targets



Industry Rep's



Sponsors



Media



Industry Representatives

- Editorial
- Management and Administration
- Circulation (i.e. research analysis & issue management)
- Advertising Sales
- Design
- Web Publishing

Specific Contacts:

- Avra Goldenblatt, *Sponsorship Opportunities*
- Carlie McGhee, *Exhibitor Opportunities*
- Janis Davidson Pressick, *Public Relations*
- Christine Faulhaber, *Toronto Fashion Incubator*



Sponsors

CANADA **E L L E**

REVLON

Make up Sponsor

PANDORATM

UNFORGETTABLE MOMENTS

Runway Sponsor

FRENCH CONNECTION

Seminar Sponsors

NEXXUS

SALON HAIR CARE

Hair Sponsor



CARLU

Venue Sponsor

TRADE

SECRETS

Gift Bag Sponsor

Campino[®]
Yogourt Gummies^{TM/CM}

Café Sponsor



PARASUCO

Volunteer Team Sponsor



Media

Top Canadian:

- style blogs
- beauty blogs
- fitness/lifestyle blogs



Print and Digital Media Outlets



Potential Media Questions

Q: What do you think has contributed to the 15 years of success at ELLE Canada?

A: In addition to our loyal Canadian following, the hard work and determination of our employees has led the company to its ongoing success, keeping up with the latest trends in beauty and style.

Q: Does ELLE Canada foresee celebrating a 20th anniversary event?

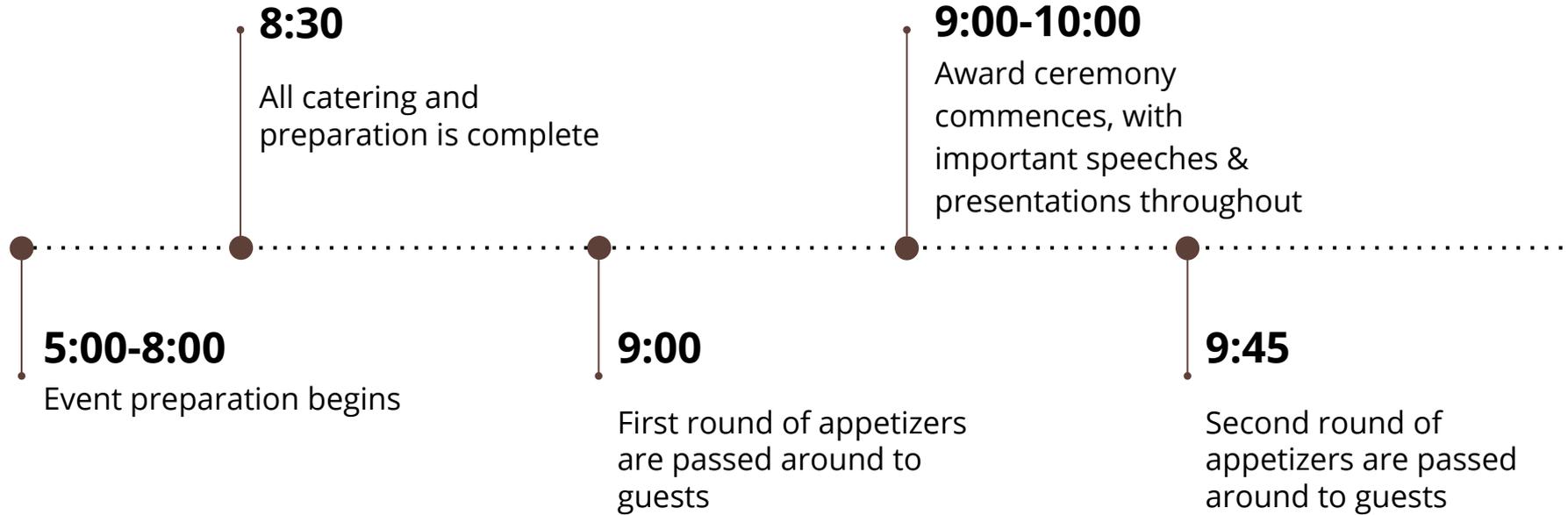
A: ELLE Canada will strive in the fashion magazine industry as long as we continue to create innovative and exciting material. That being said, our company foresees a 20th anniversary event taking place in the future -- as well as a 50th, a 100th and so forth.

Q: Why is this an industry-only event?

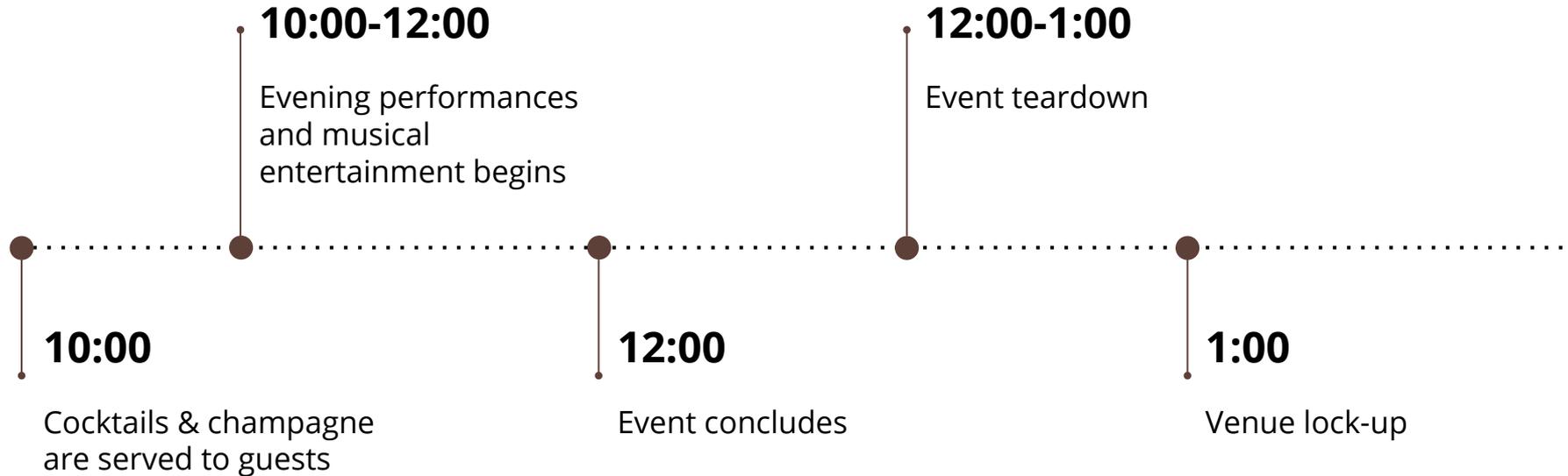
A: Our success is greatly contributed by our subscribers and we are very thankful for this. However, the basis of this particular event is to showcase our appreciation for ELLE Canada's hard working team! Our internal communications is the very essence of how we built this magazine and this event is being held to serve those who have dedicated years of hard work to contribute to our success.



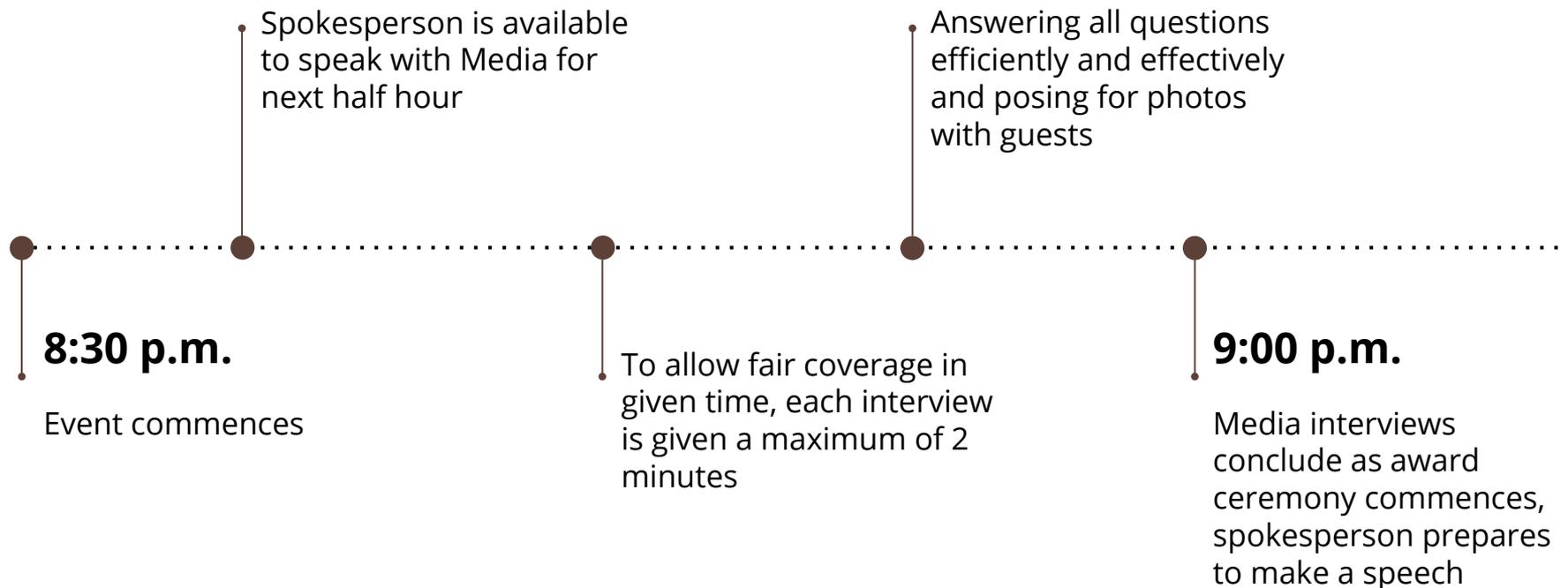
Running Order



Running Order Cont.'d



Agenda of Media Minutes



Marketing & Advertising



- Party favours & giveaways
 - Pandora, Trade Secrets, Revlon
- Media invite and press release to be sent 3 weeks prior to the event
- Fundraising raffle
- Direct & personal emails/invitations
 - Mainly to public relations firms, magazine industry executives, notable people from Canada and abroad, and sponsors.
- Social media agenda



CELEBRATE 15 YEARS OF FASHION & BEAUTY WITH

ELLE CANADA

and

PANDORA

WITH CANADA'S BEST IN FASHION, BEAUTY, AND BUSINESS
& YOUR VERY BEST FRIEND (+1)

SATURDAY, MAY 7, 2016 @ 8:30 P.M.
315 QUEEN ST E @ BERKELEY CHURCH
TORONTO

...cocktails & canapes to follow

FOR IMMEDIATE RELEASE

18 April 2016

An exclusive 15th anniversary event for ELLE Canada and you're hearing about it?
Join ELLE Canada magazine in celebration

Toronto, ON – After an exceptional 15 years of hard work and dedication, what better way to celebrate than with an executive anniversary event at the Berkeley Church with Editor-in-Chief of ELLE Canada, Noreen Flanagan.

As the spokesperson for this event, Flanagan is excited to announce a celebratory anniversary event that will portray a cocktail atmosphere with an award ceremony, photo booth, live entertainment and giveaways.

"I am so excited to be announcing an event to celebrate the continuation of ELLE Canada magazine as a source of encouragement and inspiration for women, even after 15 years in the Canadian industry."
Noreen Flanagan, editor-in-chief of ELLE Canada

Located at 315 Queen Street East, the venue will illustrate an elegant and energetic environment to provide attendees with a VIP style night full of industrial recognition and ultimately, great fashion and fun. The venue will provide guests with food and drinks, as well as seated tables and a dance floor.

For more information on the Berkeley Church location visit www.1871berkeleychurch.com

"At ELLE Canada we are not only about the outfit, but the person in the outfit. This is the type of message we want to carry through at our anniversary event," describes Editor-in-Chief, Noreen Flanagan.

About ELLE Canada

ELLE Canada is a fashion magazine covering all things style and beauty to give fashion forward Canadians the latest on styles and trends. As one of the 44 worldwide editions of ELLE Magazine, the Canadian division is one of many striving to inspire women, not only aesthetically but in all aspects of life. Creating relevant and unique styles, ELLE Canada is a game leader in the fashion industry. For more information please or to sign up with our e-newsletter, please visit www.ellecanada.com

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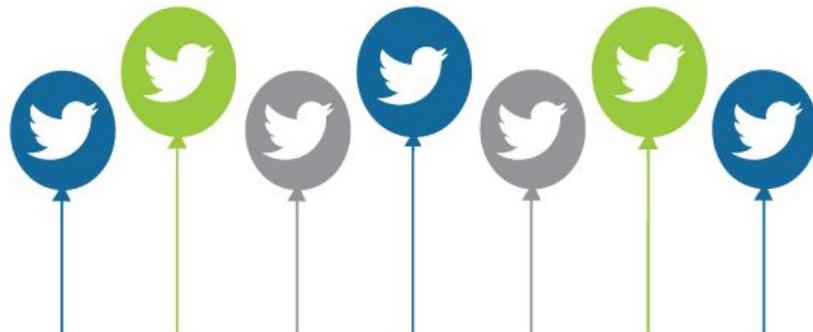
ELLE Canada
25 Sheppard Avenue West, Suite 100
Toronto, ON M2N 6S7
(416) 733-7600

Press Release

Social Media Agenda

Social Media Platform	facebook	twitter	Instagram	Google+	ELLE Newsletter
Minimum Posts	3x per week	5x per week	5x per week	2x per week	2x per week
Maximum Posts	7x per week	Unlimited	Unlimited	7x per week	7x per week

Minimum of 5000 social media impressions on Facebook, Instagram, Twitter, and Google+ combined from the initial invitation blast to a week after the event ends.



Mock Examples



Facebook post from ELLE Canada, dated May 8 at 12:00 pm. The post features a photograph of five women standing together. The text of the post reads: "Exclusive Behind-the-Scenes Photos of our 15th Anniversary Event <http://bit.ly/21DrWqV>". Below the photo, it shows engagement metrics: "You and 599 others" liked, "256 Comments", and "48 Shares". At the bottom, there are buttons for "Like", "Comment", and "Share", along with a "Write a comment..." input field.



Twitter interface showing a profile for Noreen Flanagan (@Noreen_Flana...) with 5,293 Tweets. The interface includes tabs for "Tweets", "Media", and "Likes".

Tweet 1: Noreen Flanagan @Noreen_Flana...
Excited to be meeting so many great people at the 15th anniversary event tonight! #ElleCanadaAnniversaryParty... instagram.com/p/BDHVmGiQb4v
Retweets: 56, Likes: 110

Tweet 2: Noreen Flanagan @Noreen_Flana...
Thanks for coming out!
Event Guest @EventGuest
Thank you @Noreen_Flanagan and @ElleCanada for having me last night! The venue was so beautiful and everyone had such an amazing time at your 15th...
Retweets: 23, Likes: 233

Noreen Flanagan Retweeted

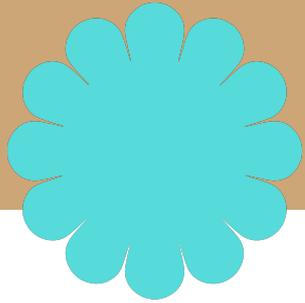
Bottom navigation bar: Home, Notifications, Messages, Me



Example Pre-event Tweet

Example Post-event Tweet

Suppliers/Vendors



Blush & Bloom
Flower Studio



McClean
Sherwood



Berkeley
Catering
& Bartendro



Dudek
Photography



Apex Sound
& Light

Equipment

- 10 cocktail tables 30"
- 70 round tables 6x30"
- 400 Chiavari silver chairs
- 700 white porcelain plates
- 700 of each type of silver cutlery (forks, dessert forks, knives, steak knives, spoons, dessert spoons)
- 700 glassware (champagne glasses, wine glasses, beer mugs, shot glasses)
- 40 candelabra's
- 90 tablecloths (in white)
- Drapery for wall decoration
- 200 pieces of servingware
- Lighting for dj booth
- Flower arrangements
- Cameras (one mobile/one photo booth)

Next Steps

Before the Event

- Confirm a date for the event
- Determine how many ELLE Canada executives, journalists, and notable guests will be invited
- Hire notable Toronto influencers to attend the event and build excitement on their popular social media channels
- Hire catering company, dj, and speakers
- Promote the event to niche magazines and media contacts within ELLE Canada's contact list
- Assemble media list of journalists, bloggers, and photographers to cover the event



- Create and distribute invitation for the event
- Generate a list of confirmed media outlets that will be attending
- Create a takeaway media kit for the event (available in physical copy or on USB)
 - Background on ELLE Canada and their growth within Canada and around the globe
- 3 key facts or takeaways for the journalists

Post-event

- Monitor media coverage
- Monitor social media to see consumer satisfaction with the event and their likeliness to continue subscribing to ELLE Canada



Work Back Schedule

15th Anniversary event planning schedule (work back schedule)

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DATE	Thursday 18 February	Friday 19 February	Saturday 20 February	Sunday 21 February	Monday 22 February	Tuesday 23 February	Tuesday 17 April	Wednesday 18 April **PRESS RELEASE FOR IMMEDIATE	Friday 20 April - Pre Event
PLANNING/COSTS									
Proposal	Secure meeting via telephone and email with ELLE Canada Board of directors to discuss 15th anniversary	Further outline details to secure launch of ELLE Canada's 15th anniversary celebration							
LOCATION/DATE (\$47,250.00)		Secure location as: Berkeley Church - 315 Queen St. E in Toronto, ON.		Secure final date of 7th May 2016	Discuss timings (7PM-1AM) + Outline running order				
MARKETING & ADVERTISING (\$15,000.00)			Internal marketing communications meetings: social media strategies, media press release, and creation of			Assure Social Media Agenda begins on track	Social Media Agenda to be tracked		
Photography + Videography (\$3600.00)				Secure Dudek Photography as photography vendor for the night of 7th May 2016 from 7PM-1AM.					
PRESS RELEASE	Organize and secure key information to be referenced in press release		Prepare draft press release and send to client for approval	Client to approve press release				Distribution of press release 3 weeks prior to event date	

Item	Estimated Cost
Location	\$47,250
Marketing	\$10,000
Equipment	\$15,400
Photography	\$2,600
Entertainment	\$6,000
Décor	\$10,000
Floral Arrangements	\$3,000
Supplies	\$4,000
Security	\$120
Labour	\$4,000
Award Prizes	\$2,000
Food and Beverages	\$2,000
Total	\$106,370

Estimated Costs

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Thank you for listening

