

You Need to Calm Down:

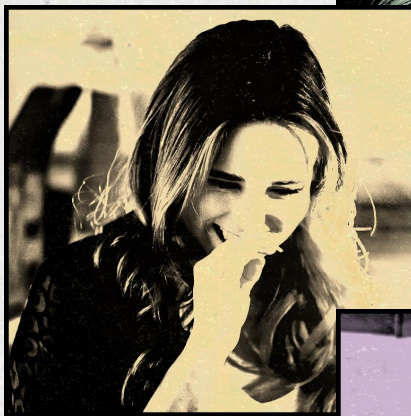
*How to successfully drive change
& quiet the noise that follows.*

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LINDSAY SCHWARTZ
2024 SFEA CONFERENCE



YOU NEED TO CALM DOWN
How to successfully drive change & quiet the noise that follows



Hi SFEA,

I'm Lindsay, and I've been working with brands on their identity, marketing, and communications for almost a decade.

But before that, I was a community events & festival planner outside of Augusta, Georgia.

In fact... I go WAY back with SFEA



First & Only back-to-back SFEA BITCH award winner in history.
2014 (Savannah, GA) & 2015 (Chattanooga, TN)



L I N D S A Y
S C H W A R T Z
consulting + creative

Established August 2023
Atlanta, Georgia

**One more thing before
we get started...**

You Need to Calm Down

I've ruffled a lot of feathers in my day.

Mastermind

You've got the big idea... now what?

- ◆ What are your goals?
- ◆ Why do you want / NEED to make the change?
- ◆ Does the change make sense for achieving your goals?
- ◆ What's the plan / is it logistically possible?
- ◆ Why is the plan awesome?
- ◆ What could go wrong?
- ◆ ***How will you present to get 'TOTAL buy-in'?***

Fearless

You've made your choice... Now you must be fearless in your decision!

- ◆ ***YOU must be fully committed. YOU are the torch bearer for your brand.***
- ◆ You are your biggest advocate.
- ◆ Understand that you will never make EVERYONE happy.
- ◆ ***GO into the pitch STRONG!***

Ready For It?

Prepping to be Pitch Perfect.

- ◆ Is your presentation neat, tidy, & easily digestible
- ◆ Cut them off at the pass!
- ◆ Challenge to Solution Framework
- ◆ ***What is your why?***

Dear Reader

You've got the buy-in... now to release to the public & promote your event

- ◆ Create a Mega-Comms Plan. (We'll look at an example in a moment)
- ◆ Early & Often Communication
- ◆ ***Be transparent & honest with all changes up front.*** Create Credibility.
- ◆ Offer a safe space for input or questions.

Mega-Comms Plan:

This will be custom to your festival, event, or brand and is based on your goals, budget, and resources available to execute.

Brand: No Questions in Who You Are	Web: Ease of Use & Understanding	Clients & Relationship: Building Brand Affinity	Community & Industry: Nothing means more than face time	PR: Be Your Own Advocate	Social & Content : Consistency is Key	Email: Easy & Effective Communication
Brand Identity Guide & Message Platform	Website Re-Design Audit: user friendly, good / intuitive design, presentation of information, ease of understanding	Refine Post-Sales Process	Chambers & Business Associations	Industry magazines & publications	Social Channels Established & Content Focus Set	Choose e-communications platform
Mission	Content Development: Robust, understandable content, ready for SEO (location based keywords)	Google Reviews	Membership: Online directory listings, ribbon cutting, and other benefits offered	Solar Power World (H U G E social footprint)	LinkedIn: SME content, work	Grow Your List
Vision		Testimonials / Video testimonials	Networking events & sponsorship	Stories	Instagram: work, team, testimonials	Sign up information on website
Values	Video Testimonials	Referral Program	SME Speaking Opportunities	Advertising	Facebook: SME content, industry cross promotional, dumb down content	Determine the value-add for signing up
Cultural Statement	Blog Development	User Generated Content	Awards	Awards	Establish Social Ad / Boost Budget	Establish a Cadence
Brand Positioning	White Papers & SME Content (Dumb down the content)	Neighborhood Relations	STEM & School System Partnerships	Local / Regional Publications	Targeting	New Clients: Welcome Email
Business Objectives	Testimonials & Client Success Stories	Door knocking	Community Events	Human Interest; Press Releases; Noteworthy Information	Content Collection Processes	Post-project: debrief & referral information
Brand Objectives	Google Business Account	Neighborhood / HOA discounts	Branded booths	Richmond Magazine	Employee Accountability	Quarterly Updates: From the desk of recent work industry news / trends team updates upcoming work
Marketing Objectives	Project Images	Annual Client Appreciation / Recognition (Hand written thank you note)	Events that align with brand & goals (Food & Wine Festivals - high disposable incomes; Home & Garden Shows)	Virginia Living	Develop Content Strategy	
Value Proposition	Ad account	Referral Program Refinement & Implementation	Industry tradeshows, conferences, & conventions	Northern Virginia Magazine	Focus on connecting with potential clients & positioning as the leading service provider and SMEs. If people trust you and your product, they will purchase.	
Brand Personality		Model Home Program (New markets)	booth presence	Magazines are higher end space - readers tend to be educated with high disposable income.	Data Rich Infographics	
Tone of Voice		Discount to be Showcase Home: shoot photos/videos, testimonials/Google Review; Yard signs (60-days); Neighbors sign-up -- cash back	SME Speaking Opportunities		Making complex information consumable	
Communications Strategy		Employee Sales Incentives	Podcasts		Video Content	
Core Messaging			Vendor Relationships & Cross promotional opportunities		Things that are second nature to you are foreign to most.	
Brand Standards			Press Releases			
Photography + Imagery Guidelines (no more stock!)			Preferred Supplier Status			
Photo + Video Library Development			Co-branded content (social / blog / advertising)			
Photo			Charity & Goodwill			
Video: Informational: Case Study; SME; Company Overview						
Sales Collateral & Informational Pieces						
Business Collateral Refresh						
Pitch Deck or Sales Presentation						
Employee Handbook & Cultural Guide						
Employee Uniforms & Merch						

Mega-Comms Plan

- ◆ Brand: Make sure there are no questions who you are
- ◆ Web & Digital Footprint
- ◆ Social Media & Content Production
- ◆ Email Communication
- ◆ PR & Advertising
- ◆ Community & Industry Engagement
- ◆ Relationship Marketing: Building Brand Affinity

Bad Blood

You get some negative feedback...

Now what?

- ◆ Make yourself accessible
- ◆ Listen to your customers' pain points
- ◆ Offer a solution... ***or don't.***

The Best Day

Event Day!

Blank Space

Allow your customers to Speak Now!

- ◆ Allow for Feedback & Offer Value-Add
- ◆ Collect Customer Testimonials
- ◆ Engage in post-event PR activities.
- ◆ Get Social
- ◆ ***Be willing to accept & respond to valid criticism***

Your Success Era

Mastermind

Fearless

Ready For It?

Dear
Reader

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Question...?

Thank You SO much!

