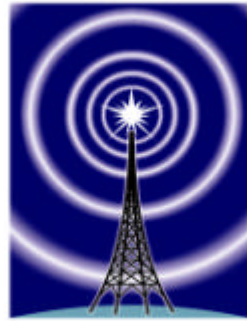


SPECIAL EVENT



▶ RADIO ◀

Special Event Radio is your opportunity to have your own local FM radio station for your event or venue.

This is an ideal marketing and communication tool for;

**Sporting Events
Shopping Centres
Community Events**

**Industry Exhibition
Religious Services
Educational Tool**

Special Event Radio is designed to broadcast over a localised area to your target audience for a pre-determined period of time. This reduces the need to market this service over an extended area as your coverage and location is determined from the start.

Special Event Radio can be set-up at your venue as a professional "OB" (outside broadcast) which gives you the opportunity to create a very interactive radio station eg; live interviews, competitions, live broadcasting of entertainment and performances.

Special Event Radio is a new way to extend the coverage of your event. Sporting and community events that cover an extended site or based at close but separate venues can all be brought together with the same audio and informational program broadcast to all venues.

Special Event Radio can be used as an exciting educational tool. Students have an opportunity in this field to do the real thing. With assistance students can pre-produce and operate the production.

**For more information about [Special Event Radio](#) call
9457 4531**

SPECIAL EVENT



Think of the radio station you listened to on the way to work this morning. The influence it has. The content, information and entertainment value it contained.

Now imagine how much you could tell an audience about your special event if you had total access to that station. Include interviews, articles, news bulletins and advertising. Run competitions and make announcements, results, parking availability or anything else you choose to promote your special event. You can even select the music you want for the length of your event.

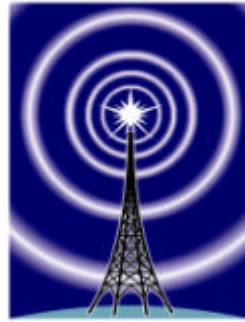
That is the power of **Special Event Radio**.

Established to work for you specifically at your event within a 10km radius, **Special Event Radio** has all the influence and promotional power of your favourite radio station, In fact, it has more, because you don't have to share the airtime with anyone else if you choose not to.

You control it so therefore you make the choice. Of course, that opens opportunities to recover costs and add value to participating companies by allowing them promotion on your **Special Event Radio** station. This means your event will be more valuable to suppliers and others as they can promote their services much more effectively than by traditional means. Specials, sales, clearances, competitions, exhibits – whatever they are doing can be promoted directly to your audience on Special Event Radio.

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SPECIAL EVENT



▶ RADIO ◀

FREQUENTLY ASKED QUESTIONS

- **How does it work?**

A specific radio frequency is allocated for your special event and a complete system is supplied to allow you to operate a fully-fledged radio station. The system includes:

- Radio transmitter
- Radio antenna system
- Computer playout system (to play music, station identification, recorded information, ads, interviews etc)
- Mixing desk
- CD players
- Microphones

Various other components can be added depending on your requirements.

- **Why is it useful?**

The power of radio is unquestionable. It is instant, responsive, entertaining and personal. The ability to communicate much and varied information to a specific audience. It's just like having a big PA system without the noise hassles! Best of all, you can include people at your event and also in the immediate area to attract locals to be involved in your event. Take any event to a new level of professionalism and involve sponsors, participants and spectators far more than any traditional event.

- **What is involved?**

A fully professional system is provided after a complete evaluation of your requirements. The system will include the required level of production to meet your requirements. This will include your own ads, segments, 'sweepers' (the station identifiers), an appropriate music selection as well as other items to make **Special Event Radio** a total success – recorded interviews, announcers to provide live information and to make Special Event Radio a real radio station of your own. Following the event a full de-brief will be conducted to ensure you're fully satisfied and suggestions and ideas for future events and even more effective use of **Special Event Radio** can be formulated.

- **How can you use it?**

Think of your event. Imagine you had a spot on your favourite local radio station. The radio announcer interviewed you and your key people about the event, why it's happening, what's coming up, results, information throughout like parking, specials offers or competitions.

Now multiply that infinitely. You will have total say on how that station is run for the duration of your booking. Music selection to fit your audience. All the information you can provide to help promote the event. You even get to name the station during your event. This is before you get into the added value that can now be provided to event sponsors, local businesses and the local community generally.

- **How do I pay for it?**

Chances are you'll have PA system (probably from Rossound) anyway. This can still be used, but far more effectively and over a larger distance with **Special Event Radio**. By implementing an effective marketing plan for your event to incorporate **Special Event Radio**, you'll find that local businesses and event sponsors will far more value for their money than from a traditional event production. Continual ads to local listeners, at the event and within a 5-10 kilometre radius will ensure sponsors will actually receive value for their involvement, by taking the event production and promotion to a new level. Assuming an average day cost of say \$2000 for the entire system, you can offset the price by selling ads on **Special Event Radio** to locals and event sponsors.

An average radio station will run between 5 and 12 minutes of ads per hour. Say you were to run 8 minutes per hour for a 6 hour day, that's 96 ads. At just \$20 per ad you've recovered the entire cost!!! Not to mention the idea of paid interview spots, segment sponsorship, competition sponsorship and product reviews. All this points to a new and more effective way of obtaining business support for your event.

- **But I've never operated a radio station – What do I have to do?**

Book us, complete the pre-production briefing form to allow our team to formulate the most effect system and operation for your event. Once we've established the programming format, we'll go through it again with you and then set about producing the material to make your event even more special.

Just tell us what you want to achieve and we'll do the rest!

- **How do I let people know it's there?**

All your event promotional material should advise that **Special Event Radio** will be broadcasting and promote the times, dates and frequency. Once we go through the pre-promotional briefing, we can provide all that information for you. We'll also provide event signage to place prominently to ensure the locals area is aware of **Special Event Radio**. We can also assist in some circumstances with contacts with other local media outlets to promote the event and the coverage on **Special Event Radio**.

- **Who will listen?**

Everyone you tell basically. Aside from a novelty factor, it is an extension of the event that is attracting your audience already. Signage, awareness and other forms of promotion will ensure you'll attract an audience, plus with our expert programming skills it will attract local listeners in it's own right as a quality broadcast service.

- **Where will it broadcast?**

Special Event Radio will cover a radius of approximately 10 kilometres. This means if your event is across a large area, you can report in to a central point for updates or include the local area in your event.

- **What do I do now?**

Meet with us to discuss your exact requirements and explore the best way to make **Special Event Radio** work most effectively and take your event to a new level of professionalism. No obligation for an introductory meeting to ensure **Special Event Radio** will work for you.

For more information about **Special Event Radio call
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