

SPECIAL EVENT PLAN

MC 4971 CORPORATE COMMUNICATIONS

Prime Day Promotional Gala Special Event Plan for Amazon Chief of Sales and Marketing

Situation analysis

This special event plan is designed for the Amazon Chief of Sales and Marketing department and details a Prime Day promotional gala. Amazon sold 300 million items and made \$11.9 billion during last year's Prime Day sales event. Our goal is to partner with Amazon's top performing companies to surpass these numbers during the upcoming Prime Day in July. We would like to invite the top 1,000 best-selling companies on Amazon to this gala to explain the opportunity of how we could both benefit from a Prime Day partnership with drastic revenue increases. Some challenges that could hinder the successful implementation of this event could be getting firm commitments from attendees, organizing hotel blocks and getting travel discounts.

Goal

The majority of brands invited to this gala will partner with Amazon for Prime Day 2023 to generate exceptional sales levels.

Objectives

- Communicate with the 1,000 best-selling companies about the March gala by January, two months before the event in March.
- Receive confirmation that 90% of the companies invited are sending representatives to the gala to hear the benefits of partnering with Amazon for Prime Day by February 2023, one month before the event.
- Increase Amazon Prime Day partnerships by 60% before the next sales event in July at the conclusion of the promotional gala.

Strategy

Use media relations to promote the informational gala to the intended companies invited to the promotional event to inevitably create mutually beneficial partnerships.

Tactics

The tactics necessary for developing this event are detailed below.

- Book hotel blocks and get travel discounts to offer attendants.
- Reach out to sponsors for promotional items to include in attendants' welcome bags.
- Book the gala venue at the Amazon corporate office in Seattle, Washington and reserve tables and seating arrangements for approximately 1,000 attendants.
- Organize a presentation, keynote speaker and stage for the event.

- Book a catering company and prepare an appropriate menu.
- Reserve a band or source of entertainment to celebrate after the keynote speaker discusses the partnerships we are hoping to create.
- Create a guest list of the top 1,000 performing companies and design/distribute invitations for each.
- Book a local florist to design centerpiece arrangements for each table at the gala.
- Write and distribute a news release about Prime Day and the promotional gala to be distributed to the invited companies and beyond in hopes of garnering even more partnerships outside of the guest list.
- Perform a traditional social media campaign promoting both Prime Day partnerships and this event.

Key messages

- Partner with Amazon for Prime Day to drastically increase your company's sales and revenue.
- Make history this Prime Day with us as we aim to create record sales.
- Imagine where this partnership can take your company this Prime Day

Target audiences

This special event plans to target the top 1,000 best-selling companies on Amazon.

Timeline

- **October:** Begin working on the guest list and invitation creation. Send out all 1,000 invitations by the end of the month. Book the gala room at the Amazon Corporate Headquarters in Seattle, Washington along with tables, chairs and tablecloths. Book hotel blocks and get travel discounts for attendants.
- **November:** Start contacting and booking vendors. Select a caterer and develop a detailed menu which is suitable for all dietary needs that will be specified in the RSVP. Reserve a band to serve as entertainment after the keynote presentation concludes.
- **December:** Book a florist and develop a color scheme and vision for centerpieces to be placed on each table and around the gala room as decoration. Write and distribute a news release about Prime Day and the gala to the guest list and beyond.
- **January:** Select a keynote speaker internally and help them create their presentation to persuade the company representatives to partner with Amazon for Prime Day. Perform the traditional social media campaign to garner general support for Prime Day and the gala. Get promotional items from sponsors and create welcome bags to be given to attendants upon arrival.
- **February:** Conduct a final walk through of the venue and confirm vendor arrival times for the gala date. Create a detailed day-of timeline and contact list for vendors.

- **March:** Set the venue up starting a minimum of eight hours before the event. Make sure all details on the timeline are checked off and everything is in place for the day to run smoothly. Place welcome bags into hotel rooms for guests as they arrive.

Budget

The budget should be \$150,000. This comes from looking at the guest count. Ideally, all 1,000 company representatives invited will come plus approximately 500 Amazon employees selected to attend. Catering averages around \$100 a person. The venue and keynote speaker will be provided by Amazon. An extra cost of \$50 per person will be added to cover the costs of the florist, band, advertising, special event planner and other miscellaneous details.

Evaluation

The effectiveness of this event will be measured at the conclusion of the gala. It will be measured based on how many of the 1,000 company representatives show interest and commit to partnering with Amazon for Prime Day.