

AGENDA

BURDA who are we?

BURDA event business

BURDA EVENT PORTFOLIO

- Iconic events: Marianne Days, ELLE Beauty Lounge in KVIFF
- ELLEphoria Beauty Festival case study

WRAP UP steps to successful events

BURDA INTERNATIONAL CZ

WHO ARE WE?

A publishing house with brands focusing on LIFESTYLE and SPECIAL INTERESTS

Representing over 20 local and international MAGAZINE BRANDS

CREATING EVENTS for 23 years





BURDA EVENT BUSINESS

HOW DO WE DO EVENTS?

- We capitalise on the power of our LOVE BRANDS and their VALUABLE AUDIENCE
- We approach events as INDEPENDENT REVENUE STREAM
- We create events IN-HOUSE with a dedicated team of experts and by use of matrix structure
- Each of our events represents an ADDED VALUE for attendees

BRAND CYCLE

STRONG MEDIA BRAND AT FIRST



HIGH-QUALITY INTERESTING CONTENT brand extension on different platforms: subscription, online, social media, books, etc.

credible & reliable brands creating events around them

ELLE marianne Apetit

KEY BRANDS AROUND WHICH WE BUILD ECOSYSTEMS

(Print - Digital - Event) forming the overall brand experience for our end customers.

SUCCESSFUL EVENTS

strengthening brand awareness generating content consumption accelerating subscription rate higher social media engagement

raised B2B interest

BURDA EVENT PORTFILIO



MARIANNE Shopping

2 shopping events

Marianne Days Autumn Marianne Days Spring





ELLE Fashion & Beauty

2 events

ELLE Beauty Lounge ELLEphoria







APETIT Food

2 food events

Apetit Picnic Summer Apetit Picnic Winter



ICONIC EVENT MARIANNE DAYS

The oldest and most successful shopping event in the Czech Republic with 23 years of tradition

3 DAYS shopping experience in PRAGUE + CZECH REGIONS + SLOVAKIA

OVER
140 000
END
CUSTOMERS
participating in
this event

OVER 600 DISCOUNT OFFERS

for B2C (fashion, cosmetics, electronics, home & garden devices, books, toys, gastro etc.) Delivered to end customers via a PAPER COUPON BOOK in 3 magazines or via mobile app REVENUES
FROM B2B
(advertising
partnerships)
and B2C (sold
coupons and
magazines)



ELLE BEAUTY LOUNGE









- Prestigious PARTNERSHIP WITH KVIFF for 10 years
- A PRIVATE SALON providing beauty, fashion and entertainment services to CELEBRITIES AND VIP guests of the festival.
- Entire ELLE JULY ISSUE dedicated to KVIFF and movies.
- We create BEAUTIFUL CONTENT with celebrities onsite.
- Our SOCIAL MEDIA are buzzing during the festival period.

Our team of professional hair stylists, make-up artists, fashion stylists have one goal:

To make our guests the real stars on the red carpet.

ELLEPHORIA CASE STUDY





WHAT IS ELLEPHORIA?

- THE BIGGEST BEAUTY FESTIVAL in the Czech Republic, organized by the ELLE magazine for all fans of make-up, skin care, wellbeing & healthy lifestyle
- 3 DAYS full of entertaining program with planned capacity of over 3000 PEOPLE
- To participate, attendees must ACQUIRE TICKET

- VIP PRE-OPENIING
- ON STAGE PROGRAM
- OFF STAGE WORKSHOPS

- ELLE BRAND EXPERIENCE
- PARTNERS ZONE
- REFRESH ZONE

ELLEPHORIA

THE BEGINNINGS

Interest indication

Focus groups with ELLE readers & subscribers revealed the potential

Opportunity

no events for B2C beauty lovers in the Czech Republic

International knowhow

BIBD Team guidance through the development process

Total teamwork

from the initial idea to realization

Challenging pitching process

to our clients & end users Postponed launch (Covid)
Successfully launched in 2021, still with Covid

restrictions





ON AND OFF STAGE ACTIVITIES

■ COVERAGE OF ALL AREAS OF BEAUTY addressing everybody from beauty beginners to top beauty funs, suitable for different age groups

■ STAGE PROGRAM CURATED BY ELLE TEAM packed with experts, celebrities and influencers

 WORKSHOPS providing hands-on exprience with top professionals in the industry



PARTNERS ZONE

- Balanced mixture of WELL-ESTABLISHED BRANDS AND SMALL/NICHE brands (curated by ELLE)
- ADDED VALUE for the visitors (special discounts, sampling, diagnostics, glamming services etc.)
- NUMBER OF PARTICIPATING BRANDS INCREASES every year (this year over 50)
- Dedicated space for ELLE BRAND EXPERIENCE





REVENUES STREAMS

B₂B

Income from partners participating in the project

B₂C

Income from ticketing (all ticket types)



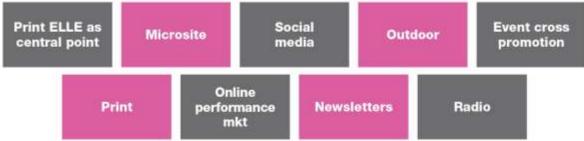


EVENT MARKETING

COMMUNICATION FOCUS:

- EVENT BRAND AWARNESS via ELLE media brand
- TICKET SALES via performance campaign

COMMUNICATION CHANNELS



TEN STEPS TO SUCCESSFUL EVENT

CHECK YOUR INVENTORY

Is your media brand a super brand?

DO YOUR CALCULATIONS

Profitability, cost, HR resources, revenue streams, timelines, capacities of cooperating departments

DEFINE WHY

DON'T ASSUME, DON'T

GUESS - DO YOUR RESEARCH

Is there a need for the event in

Honestly answer why you want to create event - for revenues or for marketing?



DEVELOP

you want to be in 3 yrs. 5 yrs, 10 of revenue. attendance. ticketing.



INVEST IN PEOPLE

EVENT MARKETING

Build your team from enthusiasts and clearly assign the head

DO NOT UNDERESTIMATE

It's a standalone discipline: you

sell an experience, not goods



GO THE EXTRA MILE AND PAY ATTENTION TO DETAILS

Events are about emotions; always try to "wow" your attendees



A STRATEGY

Where do vrs: in terms concept etc.



WORK WITH COMMUNITIES

Talk to them & listen to them all year long



COLLECT FEEDBACK, DO AN EVALUATION REPORT AND DEBRIEF

Collect the feedback immediately onsite & try to debrief as soon as possible

the market? Competition? Similar events abroad?

THANK YOU

for your attention

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