

AHF Corporate Sponsors "2004 Lessons Learned"



DESCRIPTION

The lessons learned by the AHF's 2004 corporate sponsors last year were shared with the AHF team in the debriefing sessions. The industry partners who received the greatest return on their investment told the AHF team what they did that worked well. This document is being provided to industry further enhance their ROI fro their participation in the AHF.

Actions Taken	Before the AHF	During the AHF	After The AHF
Assigned a point person to act as their liaison for their company's regional efforts with the AHF who attended meetings in Annapolis, MD and conference calls. This person was usually an account representative or local manager or both.	X	X	X
Set their internal corporate expectations properly by viewing the AHF as a strategic positioning, long term effort (not just a typical "trade show" effort with expectations of orders rolling in 30-90 days after the event).	X		
Utilized the AHF's Strategic Advisory Committee (SAC) members to help with their internal marketing efforts to gain internal support for their AHF sponsorship efforts	X	X	X
Utilized their corporate partners to help fund the overall AHF sponsorship effort by "sharing" the costs and required resources with them. By teaming with their sub-contractors and business partners, many sponsors were able to fund a higher level of AHF participation, receive the corresponding benefits, and not have to carry the total burden of the cost and staffing. This strategy worked very well in the AHF environment.	X	X	X
Provided the AHF with regional/national email addresses to be included in the AHF email updates, announcements, etc...of the internal corporate people and their external business partners, subcontractors, consultants, customers and other related stakeholders.	X		X
Got their regional sales/marketing teams involved via conference calls to make sure everyone knew the corporate strategy with the AHF. In addition, special conference calls were arranged for a single Patriot or Founder level sponsor to brief a wide range of stakeholders from across the region or country. This created a better understanding of what the AHF is and how best to leverage the investment to maximize ROI.	X		X
They did not sell. They asked questions and listened when they interfaced with the government representatives from around the region at all meetings, conference calls, etc...	X	X	X
Attended all pre-AHF planning meetings held in Annapolis,	X		

MD. These meetings were usually attended by government and industry representatives from around the region. The post meeting discussions/networking was informal, informational, and helped build trust via personal contact each month.			
Provided input and feedback on the conference program where applicable.	X		X
Marketed the AHF thru their internal sales/marketing resources to their customers, their partners, and their regional employees via emails and weblinks. This was done usually via email with links to the AHF website www.allhazardsforum.com .	X		X
They had their corporate executives and managers attend the AHF regional conference, in sufficient numbers, to meet the people from around the region, engage them in meaningful discussions, listen not sell, and invite them down to the exhibit floor (or set an appointment time to meet in the booth) to demonstrate their solutions and technologies.		X	
Attended the AHF debrief meetings that were held 30 days after the AHF to discuss lessons learned and provide input to the AHF for recommended changes.			X
Attended the post AHF Procurement and Grants webinars that were included with their sponsorship to better understand the funding and purchasing methods being used on how best to utilize them.			X
Attended smaller statewide meetings with the AHF in each state to further develop an understanding of unique issues facing each state, build relationships, and provide input and feedback to the AHF.	X		X
Founders sponsors invited the AHF senior leadership to speak at their corporate outreach efforts and conferences to endorse their company and the role of the AHF	X		X