

Gallop towards Olympic Success

2015 Equine Hedge School

Connolly's
RED MILLS
SINCE 1908

Presented by
The Showjumpers Club

The
SHOW JUMPERS
Club

Killashee House Hotel - Wednesday 21st January 2015 at 9.30am

THE www.theirishfield.ie

IRISH FIELD



Official Media Partner for the
2015 Equine Hedge School



BRIAN PURCELL

Managing Director Big Picture Communications

Chairman Big Picture Digital Media

Judge on TV3's The Apprentice

Represented Ireland in Amateur Showjumping

Broadcaster/Media Pundit/Columnist

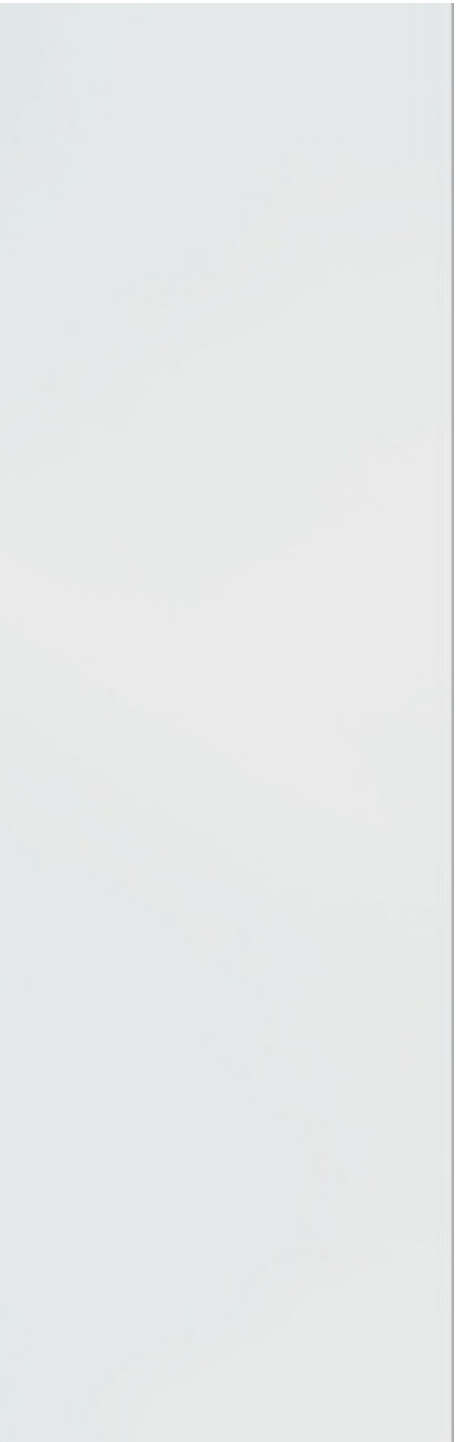
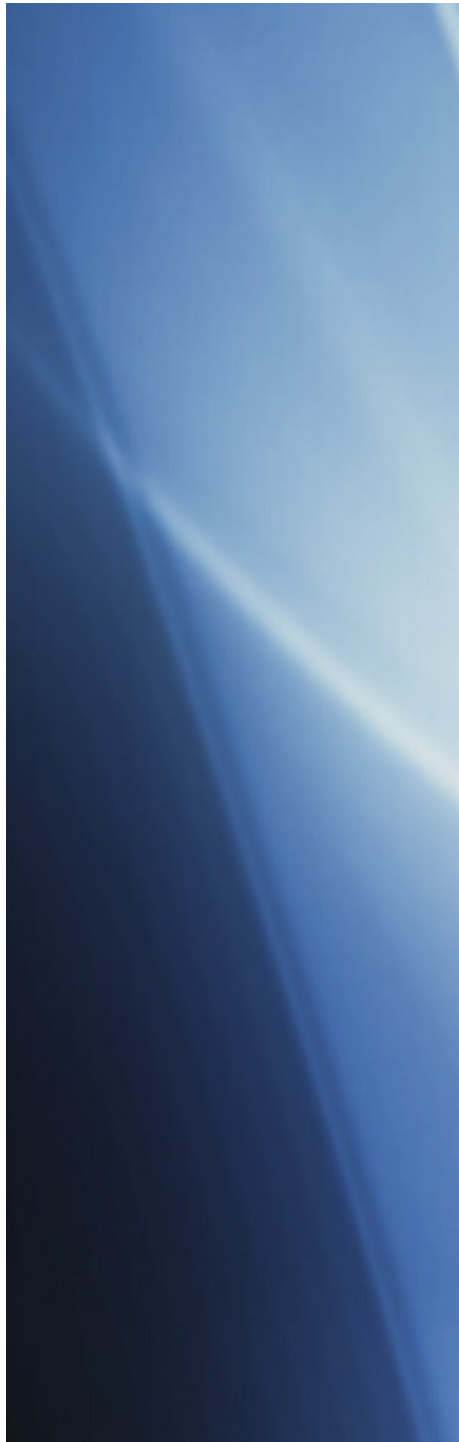
Documentary Maker

PUBLIC RELATIONS/MEDIA/MARKETING

WE PUT THE LIPSTICK ON THE PIG!



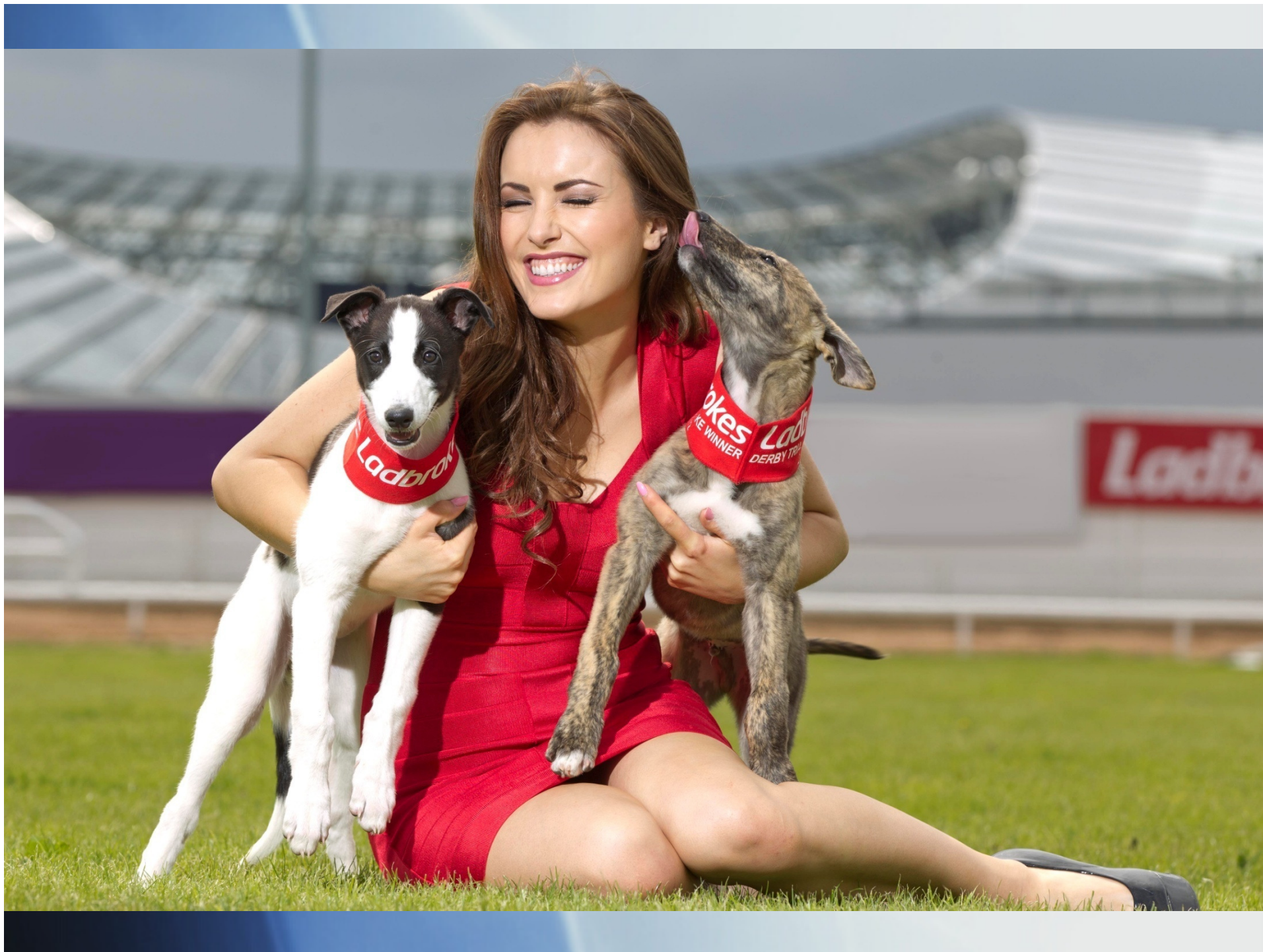


























**If You Believe You Can
Or You Can't – You're Right**

Henry Ford

**Some Days You are the Dog
Some Days You are the Tree!!**

Someone Pisses on you

GET OVER IT!

Persistence...Adapt

**Stop worrying - 90%
Ignore what you can't control
and bring full weight
on what levers
you can move**

**CONTROL THE
CONTROLLABLES**

You Have to Have a Plan!

6P's

**Proper
Preparation
Prevents
Piss
Poor
Performance**

Networking

Explosive Potential

Be Promiscuous!

Alumni/Business/Chamber Networks

Primary/Secondary School Networks

GAA Networks

Irish Diaspora Bigger Israeli + Italian

Marketing

- Where are your customers?

How do you connect with them?

Reach them where they choose to be!

PR/Text/Online/Direct Mail/Adverts

- Think local - Act global
- Help the consumer with a problem - Make it easy for people to find your products

SELL THE BENEFITS

- **BRANDING/ APPEARANCE/ IMAGE**

ONLINE

- **78% users do product searches online**
- **40% SME's have no website!**
- **Ice Cream - IceCreamIreland - No adverts!**
- **Show you are an expert – Give free information!**

Donal Skehan, AA

- **Build no's Twitter/Facebook – sponsors love proactivity - Generates Leads!!**
- **Use good pics and video content**
- **Embrace your community – answer everyone!**

Online - Marketing

- **DONE DEAL - One man in his living room!**
145 million page impressions/month
75,000 ads/month @ €3 each!!!!!!
- **20-30yr olds don't read newspapers - seldom on TV - ALL ONLINE!**
- **Website – Your Showcase**
Blog – has to be regular!
Showcase your individuality + sell yourself!
Have a point of view! Don't be a shrinking violet! Neutrality is for diplomats!
Be recognised as an expert – media will search

NATIONAL/INTERNATIONAL MEDIA

- **Appearance – Branding**
- **Forget modesty – opportunity sell yourself, sell an agenda – ‘one at home is better’, ‘have the dam in foal’**
- **Offer yourself – be amenable/proactive, make it easy for journalist/producer and they will use you (Jim Power)**
- **Messages – Bite size quotable quotes (PSpillane/TWalsh)**
- **Three key pts – Prepare Prepare Prepare**
- **Hydrate – Dark Jacket**
- **Never lie or spoof! Never off the record!**
- **Offer quality content!**
- **TAKE CONTROL!!!**

LOCAL & IRISH MEDIA

n.b. Majority of owners/investors

- **Meet the media - Know and respect the deadlines**
- **Showjumpers Club – meet the media**
- **Boast achievements! (Kerry – Brian Cooper)**
- **Avoid jargon! Context re height, speed, spread!**
- **Make understandable, put in context!! (Table C!!!)**

Beat World no.1 Scott Brash in interenational field of 36 from 15 different countries

Second in a field of 60 from all over Ireland incl Irish internationals X, Y and Olympian Z

- **Post your coverage online**
- **Offer monthly column (Nicholas Roche – Indo)**

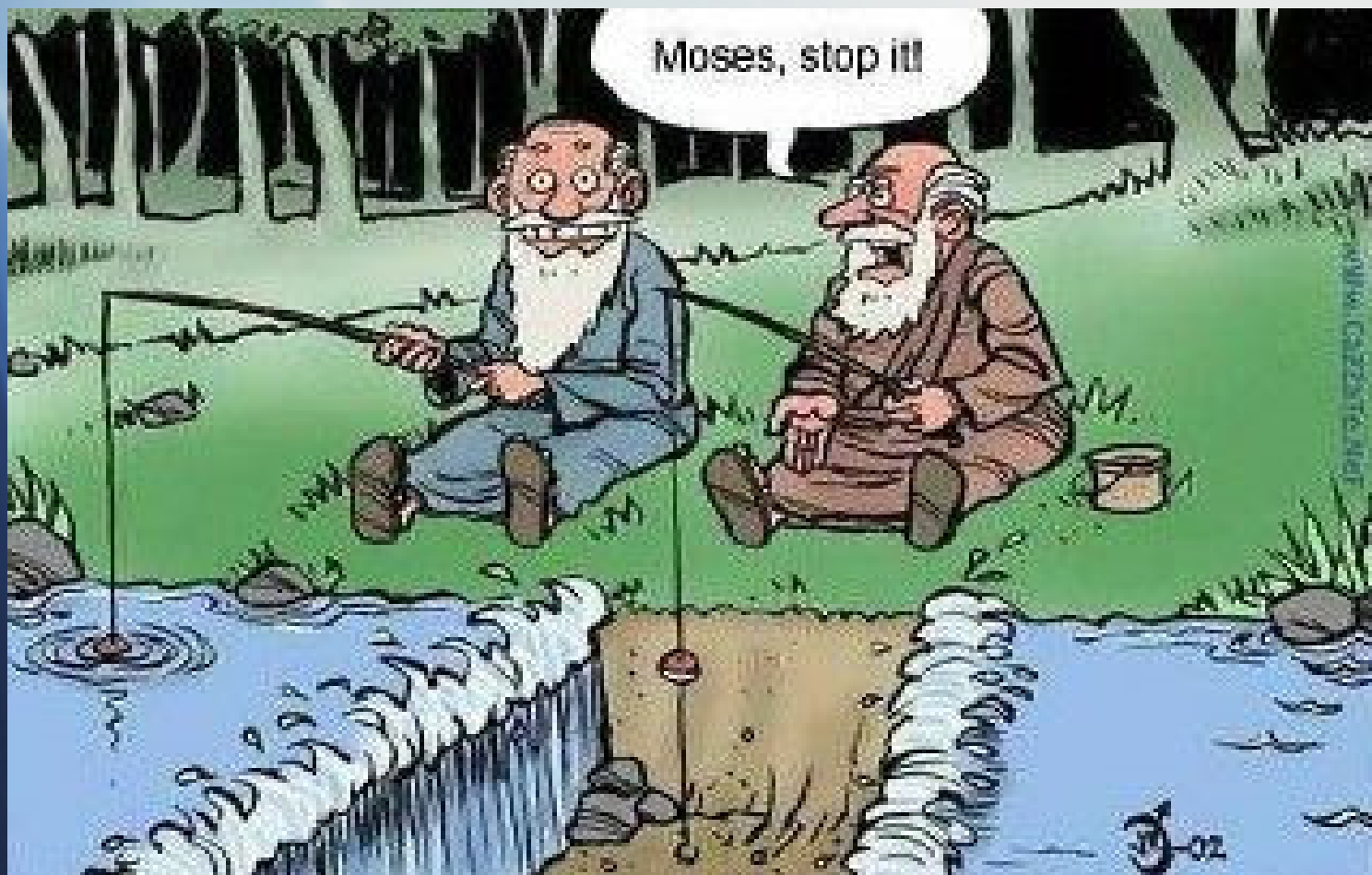
SHOWCASE YOURSELF

- **MARKETING – BRANDING**
- **ONLINE - WEBSITE**
- **PR – NETWORKING**
- **INTERACT WITH PUBLICS**
 - **CONTROLLED OPEN DAYS**
 - **INVITE MEDIA**
 - **SCHOOL DAYS**
 - **CHAMBERS OF COMMERCE**
 - **AIRC**
- **CONTENT**

Marketing

Get smarter - Fish where the fish are!

Get a Buddy to fish with!





BRIAN PURCELL
Big Picture Communications
www.bpcommunications.ie
+353 87 9678921