

AIDC MARKETING PLAN

Product / Services

AIDC is the overarching body to identify and negotiate opportunities for its constituency on a national and international level.

This marketing plan is concerned with maintaining and growing the current client and sponsorship base while attacking the international market with increased vigour in the next three to five years.

Segmented Market

AIDC serves a segmented market. The broadest segments in AIDC's market are the national and international markets. Within these broad segments there are many sub-divisions that need customised marketing communications.

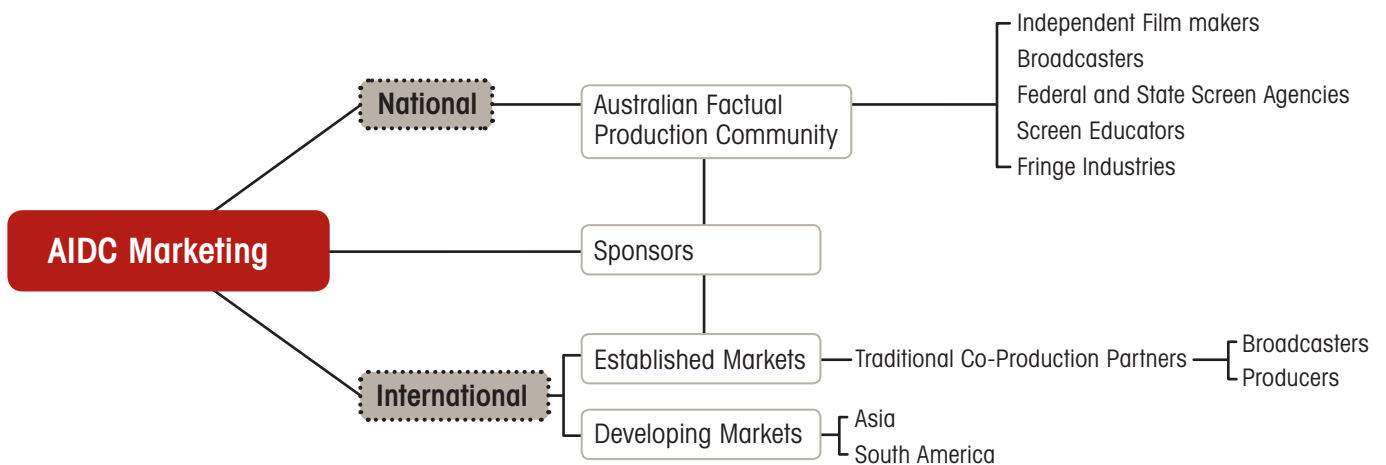


Figure 1 visualises the main categories in which AIDC's market is segmented.

Current Situation

Currently the organisation's marketing exercises do not differentiate between multiple target groups. The conference attendees reflect the sum of delegates who have responded positively to AIDC's uniform marketing message. Therefore the organisation has only limited control over the make-up of its delegate population or 'ecosystem'.

Ecosystem

AIDC's core business is providing networking opportunities. Therefore the organisation's main assets are its delegates. To guarantee a successful conference, the event needs to attract the right mix of people and organisations. A segmented marketing strategy is the tool by which AIDC will achieve the right blend of attendees.

Objective

The marketing plan aims to identify the segments within the AIDC'S market.

AIDC MARKETING PLAN (CONTINUED)

Marketing Goals

- Make sure that all roads lead to AIDC
- AIDC to be the annual celebration of the Australian Factual Production Industry
- Appeal to each market segment according to their respective needs.
- Engineer the conference 'ecosystem' through targeted marketing.
- Increase AIDC's reputation as a productive business tool and intellectual platform
- Make AIDC equivalent to the 'Australian factual production community' for international audiences.
- Improve AIDC's presence and visibility overseas.

Strategies

- Create separate national and international marketing campaigns.
- Actively engage with potential delegates through strategic partnerships and grass roots marketing. For example; organise workshops to prepare delegates for their conference attendance.
- Identify complementary elements between different segments of AIDC's market and promote the segments to each other. For example: stimulating 'producer to producer' international co-productions. Another example could be matching emerging directors with established producers through talent scheme or mentor program.
- Administrate and lead Australian delegations to overseas markets.
- Take MeetMarket offshore.
- Publicise positive conference outcomes throughout the year.
- Publish AIDC session recordings after the conference.
- Engage with constituency interactively through the AIDC community website (communication is a two way street).
- Include an annual 'State of the Industry' lecture in the conference program.

Available Marketing Tools

- Print collateral
- Electronic collateral (bulk email and web presence)
- 'Road Shows' & Delegations
- Strategic Partnerships
- Free Industry Publicity (editorials)

AIDC MARKETING PLAN (CONTINUED)

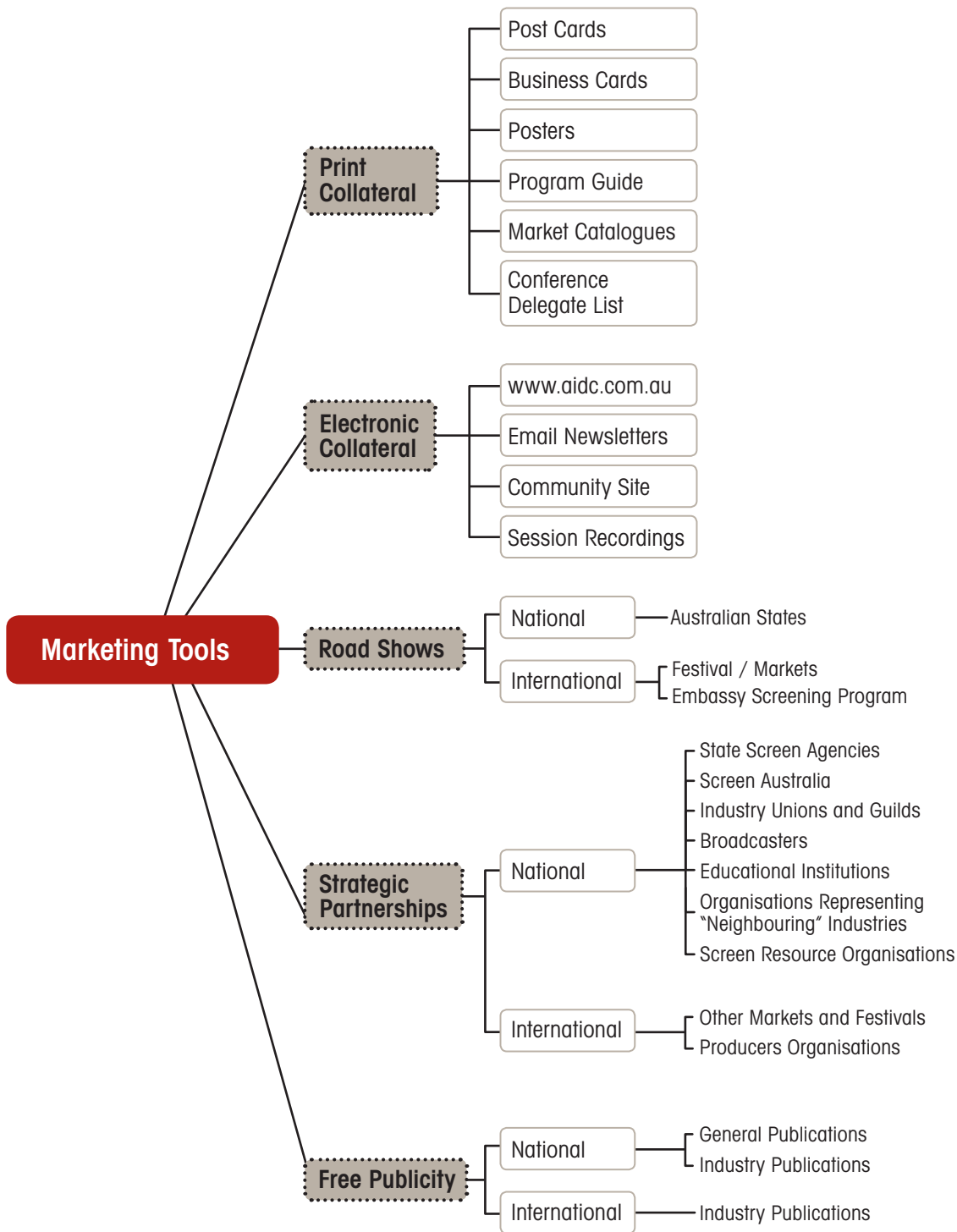


Figure 2 visualises the available marketing tools

Comments

Current resources do not allow AIDC to achieve all of the above immediately as financial and time constraints dictate the need to prioritise. Many of the tools presented above can be used for no or small cost, however the budget does not currently allow for a Marketing Manager to coordinate and drive the implementation of the segmented plan. It is envisaged that part of the duties outlined above will be carried out by the Director supported by AIDC staff, APA management and APA's marketing team. Over the next 5 years growing the organisation's staff to include a marketing and communications manager and increasing the marketing budget would be a strong recommendation.