

# OAAS COVID-19

## Communicating with our Sponsors



April 15, 2020

## **We have a few guidelines.**

- 1) Note: this call is being recorded and will be available online.  
If you do not wish to be recorded, please remove yourself from the call.**
- 2) Please note that due to the number of people on this call, all phone lines have been muted.**
- 3) If you wish to share your experiences or ask a question, please type your questions in the CHAT box and Christina will raise them with the speakers after their presentations.  
**NOTE: All comments on CHAT will be included in the video recording, so you may wish to private message Christina with your question. If time allows, we may be able to accept a few questions via the “Raise Hand” option at the end of the call.****
- 4) If you are on the phone, to raise/lower your hand, enter \*9. When your turn comes up to speak, we will ask you to unmute/mute with \*6.**

If you need technical support, please private message Christina Franc in the Chat box

**We are really pleased to welcome our two speakers this evening:**

**Kim Shippey** - President of KMJ Consultants

**Catherine Akins** – Development Officer, Norfolk County Fair and Horse Show

If you need technical support, please private message Christina Franc in the Chat box

# Catherine Akins Development Officer



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# Sponsorship – Now more than ever

- Communication critical
- Networking-the new challenges and how to overcome
- How to attract new sponsors
- What business have prospered

# How to Communicate and Succeed in the Current Crisis

**Navigating and Adapting During COVID-19**





**Biggest questions  
on your mind  
right now!**

**Will sponsors/partners give?**

**Should we be in touch?**

**Is this the time to do discovery calls and contact our partners?**

# Easy answer - Yes!

**It's about relationships.  
It's about adapting.**



# Let's start by propping up our partners.

Step #1 - set up a Communications Calendar

Step #2 - stalk your partners

Step #3 - keep track of your analytics  
we're going to use this later 😊

# 1. Mindset

This is the **power of flexibility.**

Approach the future with **optimism.**

Be the **calm.**

When you talk with your partners, **really listen.**

# 2. The Art of Discovery



Every conversation is an **opportunity to learn something.**

Check in - think about it, **you've got the time!**

# 3. Think Partner-Centered

Viewpoint of your partner is most important.

Follow up after your phone call.

Take notes during the call - keep it in their record.



## 4. Develop Your Prospect Pipeline

Is your prospect list prioritized?

Do you have written strategies for each?

Are you logging your contact reports?

Use this time to get caught up and plan!



**GET  
ORGANIZED  
AND  
YOU WILL BE  
CALM**

- ✓ Start with your mindset.
- ✓ Human connection is important.
- ✓ Use this time - get organized.
- ✓ Be partner-centered.



**That's The Bottom line**

# Kim Shippey

## President, KMJ Consultants



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# Thank you for participating!

Don't hesitate to reach out with questions, or ideas or topics for future calls.

