

Success Story :: FGI San Antonio Fashion Week SA 2009

Project Objectives

Fashion Group International of San Antonio is a regional chapter that offers its members education and networking events. In the tradition of cities like New York, Los Angeles, Boston, and Chicago, the FGI of San Antonio group has initiated efforts to hold a Fashion Week SA 2009.

FGI SA retained GreenFerret, LLC to create its Fashion Week SA 2009 website, including securing the domains and hosting the site. Additionally, GreenFerret provided branding and PR services for the event email marketing campaign and provided some assistance with creating initial drafts of a press package and sponsorship package for the event.

In an initial virtual planning meeting with FGI and Fashion Week board members, the team outlined the goals for the website:

- Create a branded website to reflect the mission of FGI and the goals of Fashion Week SA 2009
- Provide a location for attendees to purchase tickets
- Reduce the time spent by board members by having sponsorship and media packets more “self-serve”
- Create a site that committee members could update themselves as new information unfolds before, during, and after the week of events
- Posted ASAP!

Additionally, GreenFerret made plans to brand the email-marketing tool, Constant Contact, already in use by FGI, to produce Fashion Week SA 2009 specific emails for general information announcements and media press releases.

Existing Pain Points

As an inaugural event, Fashion Week SA 2009 had no baseline of budget, sponsors, success stories, or web presence. As a placeholder, much of the event information was posted on the FGI website, but was integrated in pieces throughout. Because of the short timeline, advertising in local media had already begun. FGI needed a single website location to post information accessible to all the committee heads and consistent branding across the print advertising, the web presence, and the email marketing. They also needed to tie in all the sponsorship and media package information with consistent messaging on the Fashion Week SA 2009 vision.

Solution

The GreenFerret experts worked with FGI board members and volunteers in development cycles for each of the various projects.

Fashion Week SA 2009 Sponsorship Packets. GreenFerret partners had met with FGI board members to initially help develop a sponsor kit and request templates. Because this was a first-time, large-scale event for FGI San Antonio, we started with generating an expected budget for the entire week. This exercise helped us determine overall costs to then make suggested donor levels. For the template cover letters, we helped the sponsorship committee articulate the needs of the event in terms that would appeal to the marketing arms of the target sponsors. We also provided some coaching on creating a compelling story as committee members began meeting with potential sponsors. This initial work helped the GreenFerret team understand the overall goals of FGI for this inaugural event.



Figure 1: Home page with slideshow

Fashion Week SA 2009 Website. When the idea for hosting a fashion week in San Antonio had first surfaced, GreenFerret helped FGI secure appropriate domains, notably fashionweeksa.com. This domain would allow FGI to have a long-term domain they could update with content each year.

GreenFerret used a directed inquiry with FGI board members to help identify FGI and event missions, target website users, and website design goals. An important goal for the site was to free up the time of FGI committee members from having to respond to an increasing number of email inquiries. FGI wanted the website to be as “self-serve” as possible for all visitors. GreenFerret helped the FGI team equate the prioritization of the website visitors with the prioritized organization of the content. As website planning began, an FGI San Antonio member offered to produce the ads used by local print magazines. These ads provided the initial branding elements used for the website. See Figure 1.

FGI expected three type of site visitors: the potential attendees (primary) seeking event and ticket information, potential sponsors researching the consistency of the Fashion Week event with their marketing goals, and media wanting background information for news stories. The entire team agreed that fashion images needed a central focus for all visitors. The website includes areas for a calendar of events, a ticket purchase page using a simple PayPal button approach already in use for other FGI events, sponsorship package information, and press releases for the media. Each of these areas have multiple entry points geared toward different styles of website interaction.

While the home page includes several customizations, such as the slideshow, an underlying content management system allows a simple interface for FGI Fashion Week committee members to manage and update the website contents as the event approaches without the need for additional programming. See Figure 2.



Figure 2: Website in edit mode



Figure 3: Branded email marketing

Fashion Week SA 2009 Email Marketing. After completion of the website, GreenFerret created matching templates in ConstantContact, FGI’s email marketing tool, to match the branding of the new website. See Figure 3.

All customer meetings during the web design and development process were held “virtually” using online tools such as Skype for conferencing and desktop sharing.

Techniques and Technologies Used

- Event planning
- Sponsorship package development
- Media package development
- Drupal content management system
- Home page and style sheet customizations
- Standard search engine design elements
- PayPal payment button integration
- Constant Contact email marketing customizations
- “Virtual meeting” tools