

**JOUR 640 – Strategic Communication Campaigns**  
**Client Briefing**  
**January 22, 2017**

## **The Kansas Expocentre**

**One Expocentre Drive**  
**Topeka, Kansas 66612-1442**



The Kansas Expocentre is an 80-acre site in the heart of Topeka known for sporting, music and agricultural related events. Activities on the current Expocentre site date back to a small local fair in 1871. Within nine years, that event would become the Kansas State Fair. The fair ran on that site until 1913, when it was transferred to Hutchinson. According to the Kansas Expocentre website ([www.ksexpo.com](http://www.ksexpo.com)), the people of Shawnee County passed a \$19.7 million bond issue to build the Kansas Expocentre in April 1983. “Landon Arena - named for Kansas' elder statesman, Governor Alfred M. Landon (1887-1987) - hosted the first Expocentre event with nearly 9,000 people attending a Topeka Sizzlers basketball game,” says the website. “The Grand Opening of the Kansas Expocentre was on April 17, 1987, with a sold-out concert featuring Kenny Rogers, T. Graham Brown and Ronnie Milsap.” The website goes on to say:

“The Kansas Expocenter is home to the Topeka RoadRunners of the North American Hockey League, the Kansas Koyotes of the American Professional Football League, the Kansas State High School Rodeo Finals, and - appropriately - it's home to the Shawnee County Fair. Our visitors enjoy concerts, family shows, trade shows, consumer shows, horse shows, dog shows and all kinds of exhibitions. The community utilizes the smaller halls

for wedding receptions, parties, galas and dances. Gone are the days when the fairgrounds sat idle for most of the year. It's not unusual for six events to be hosted simultaneously in our facilities, and we typically book over 600 event days annually.”

According to the *Topeka Capitol-Journal*, city and county officials recently earmarked \$45 million for improvements to the Expocentre. That move came as Topeka and Shawnee County voters agreed to extend a countywide half-cent sales tax through 2031 to raise revenue for economic development and infrastructure.

SMG, a Pennsylvania-based public facilities management company, manages the facility. Allison Manning, Expocentre marketing coordinator, is your prime contact for this project. (She is also a former KU and campaigns student). Her telephone number: (785) 251-5503. E-mail: AllisonM@KsExpo.com.

In a meeting with Professor Guth in November, Ms. Manning indicated a need to better connect with the local community. She said that Expocentre needs a stronger identity as a venue. One of the challenges she faces has to do with the number of events conducted at the Expocentre, each of which is separately marketed by the individual sponsoring organizations. As a result, the success of individual events rests in so-called “walk-up” ticket sales. Manning would like to encourage more advanced ticket sales. The timing of this campaign is fortuitous: With planned renovations throughout the Expocentre complex, this appears to be a good time to develop a rebranding campaign.

Your group is charged with developing an integrated marketing communications plan running from July 1, 2017 – June 30, 2018. Your budget for this campaign is \$25,000 with an expansion budget of \$15,000. The Expocentre has provided some funding to help defray student expenses incurred during this semester’s project. Professor Guth will discuss that at the appropriate time in class.

Your client will visit with the class on Wednesday, February 8, at 9:30 a.m. in room 206 of Stauffer-Flint Hall. A second client visit, an opportunity for each group to get feedback on its strategies, tactics and messaging, will be Wednesday, March 29, at 9:30 a.m. in room 206 of Stauffer-Flint Hall.

Your group’s final plans book and executions are due in Professor Guth’s office by 5:00 p.m., Friday, April 21. A draft of your group’s PowerPoint presentation and any video material to be used in the presentation and not already submitted are due in Professor Guth’s office by 12:00 noon, Friday, April 28. Groups will meet with Professor Guth for one hour on Sunday, April 30, at a time and location TBD for the purpose of walking through their client presentation. Each group will conduct a one-hour rehearsal with Professor Guth on Monday, May 1, at a time and location TBD.

The client presentation is scheduled for 7:00 p.m., Tuesday, May 2, in Heritage Hall, located in the Kansas Expocentre complex.