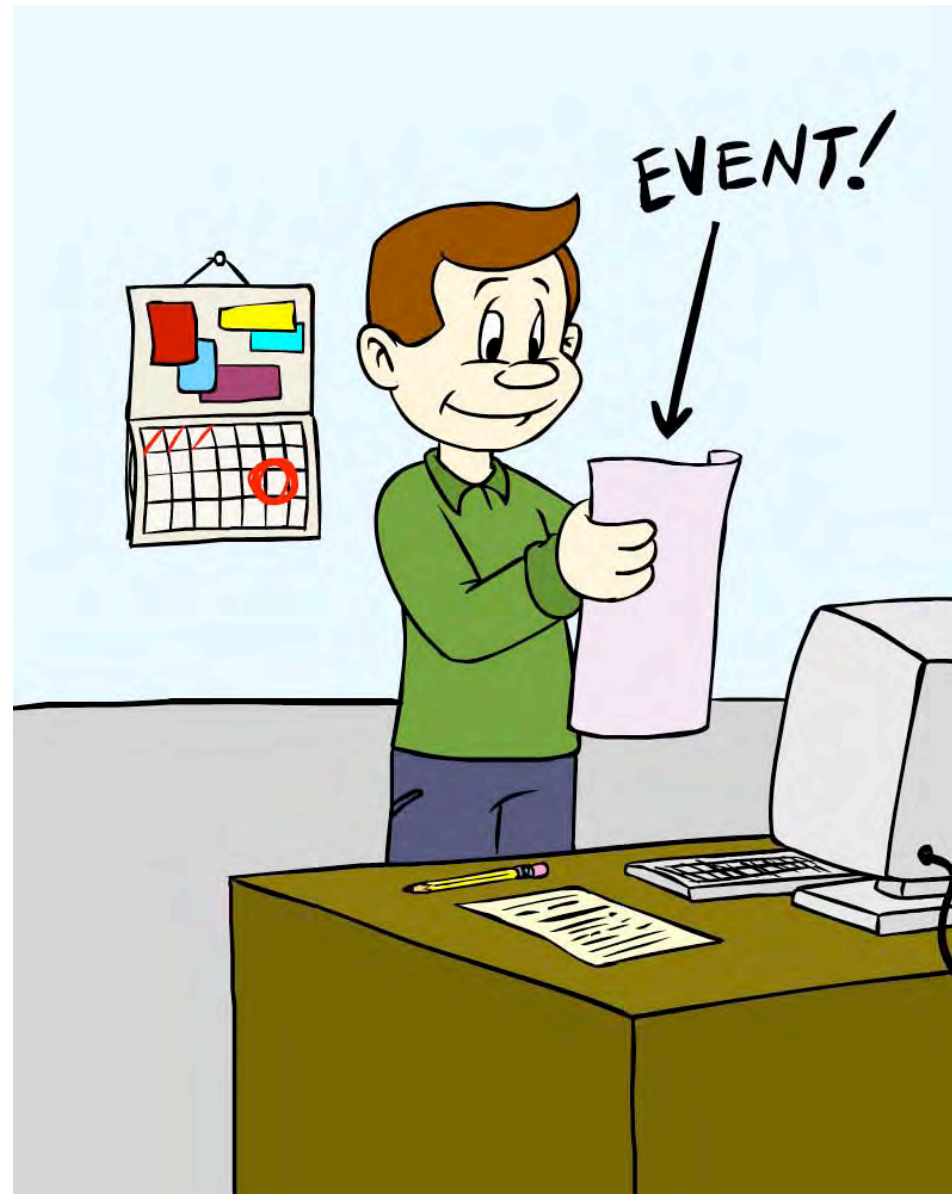




Promote your Event Fast



This is Daniel – Daniel has the killer event of the year!  
**But how to get the word out?**



Daniel prints up some flyers and Posters

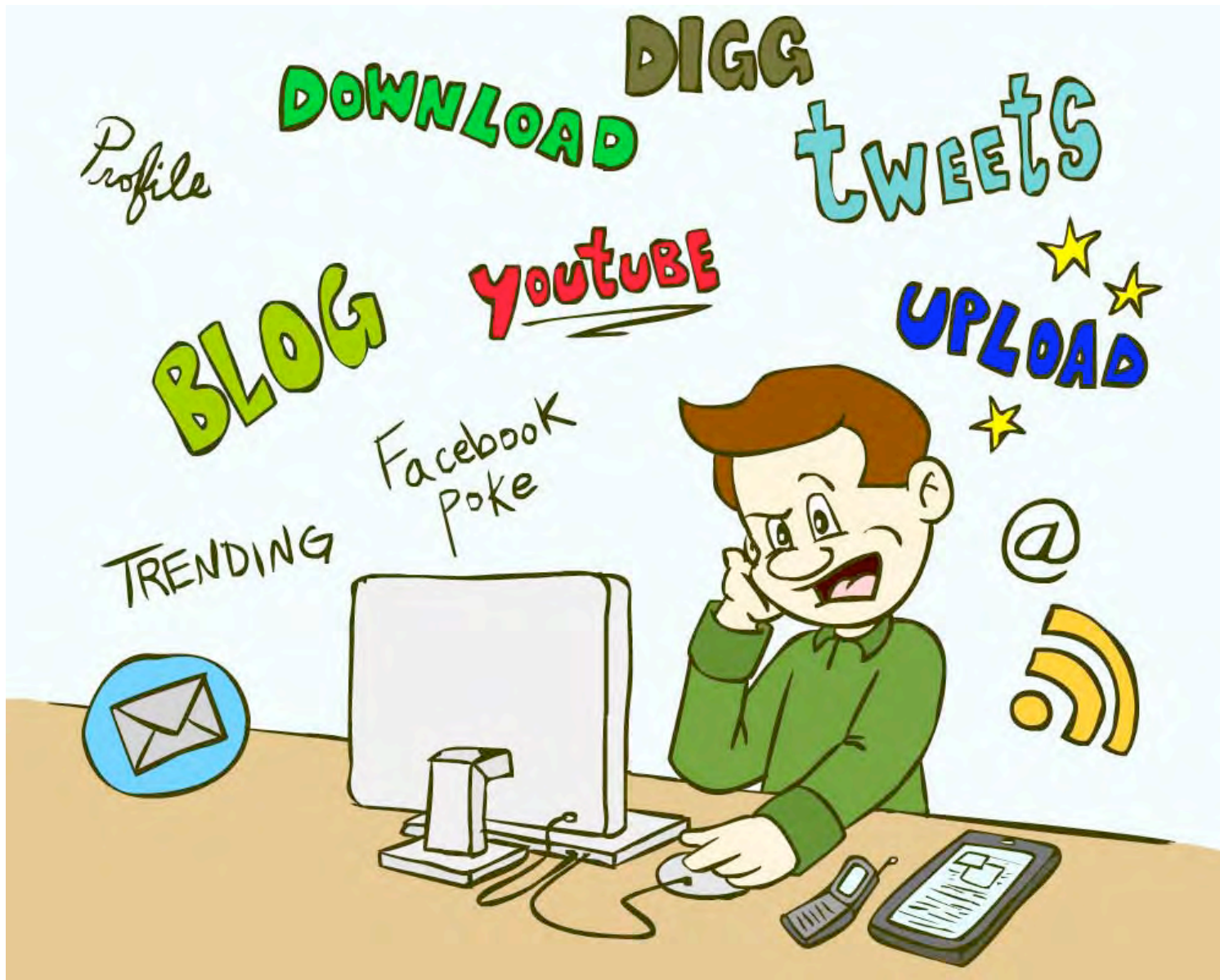




Posts them around town



Hire a few kids to pass out some more at the Malls – stick them in car windows



Of course he does an email campaign, posts his event on Facebook, Myspace, ...



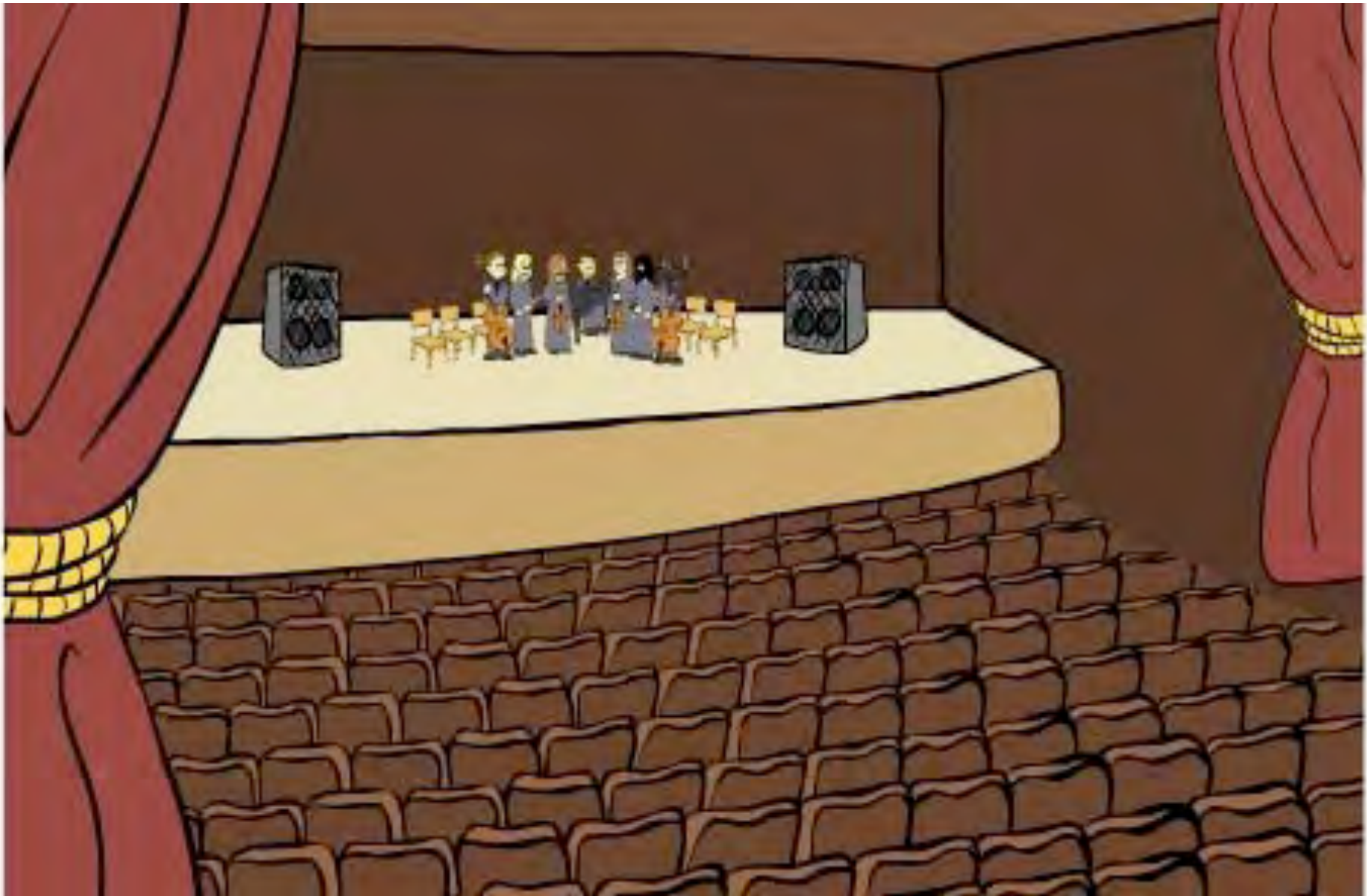


From then, Daniel expects his effort to pay off  
big



Unfortunetely, Things don't happen like Daniel expected.





Only few people attended his event

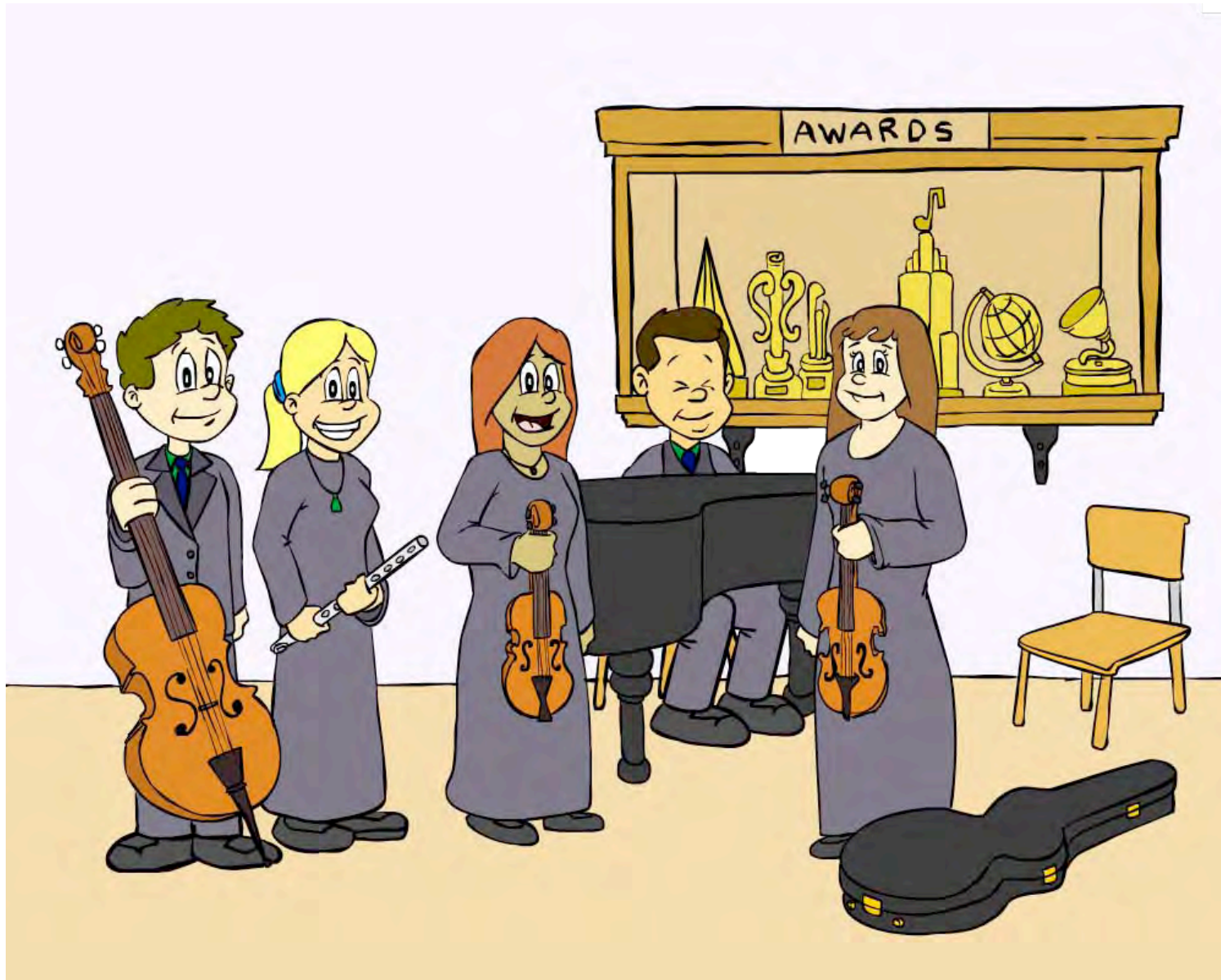


Imagine how disappointed you'd be if after spending days and weeks organizing your event no one showed up.



Yet somehow, Daniel's hard work was unable to help attract enough people to make his event a success. Why?





Now, here is a talented classical music group in Paris.



For several years, They were unable to attract enough people to their seasonal performance





Frank, the group's manager was desperate and tried every marketing tactic he knew for event promotion





Emailing, Social networks, SEO



Flyer distribution, posters



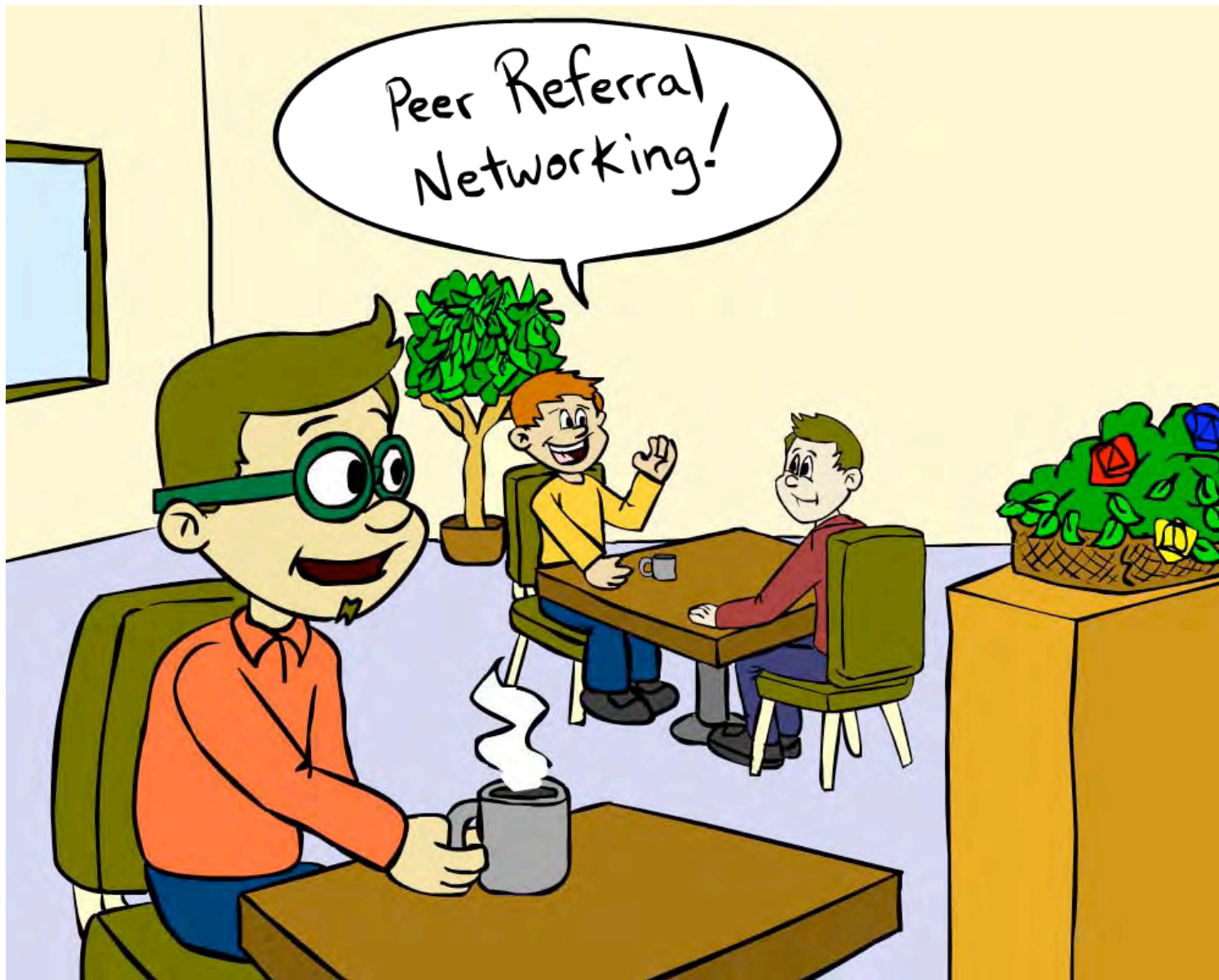


Lot of money was spent and sweat equity was put in, but with no favorable results.



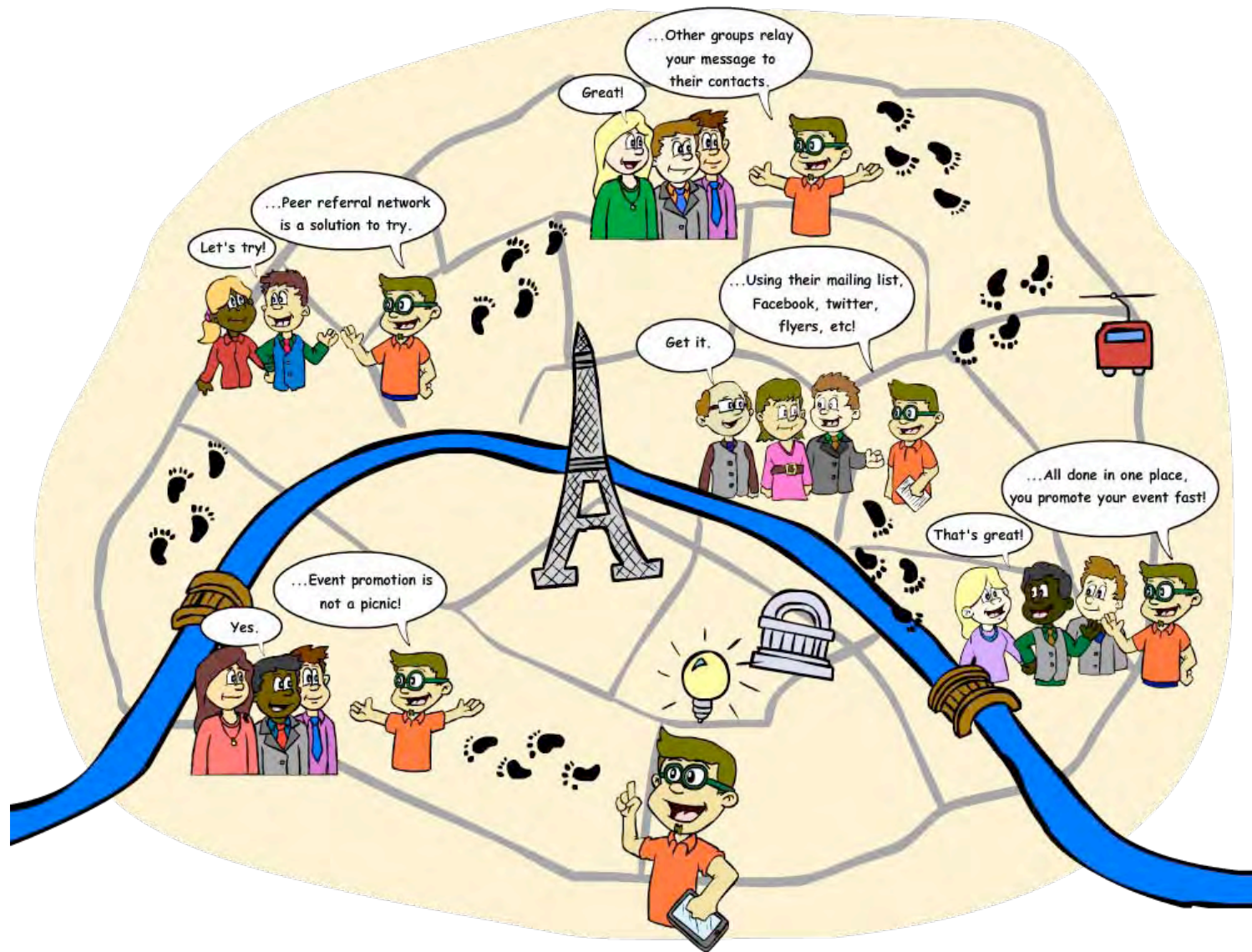


Like Daniel, Franck was losing soul, sweat, tears in the promotion game without any sustainable results.



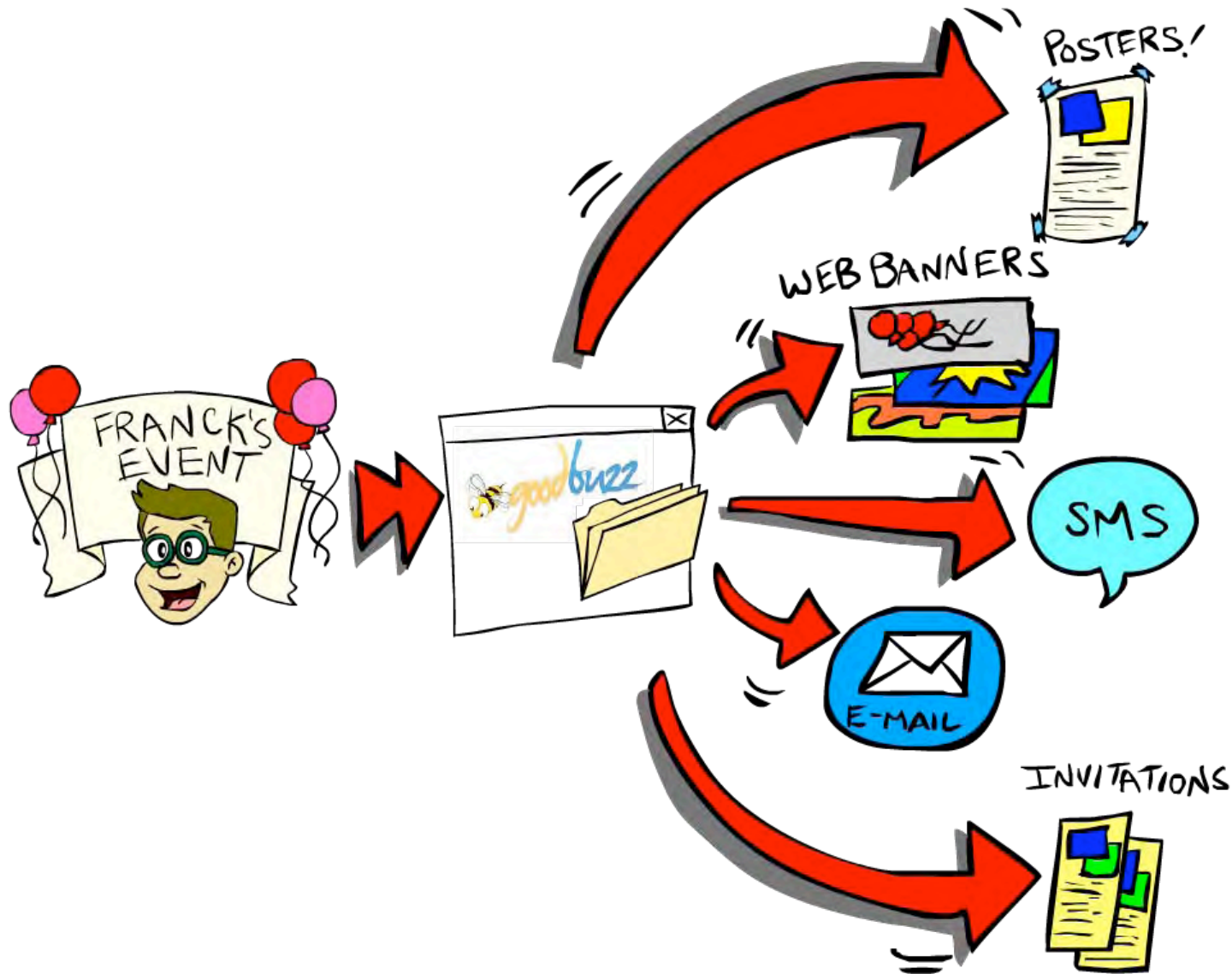
Then, one day, Frank heard about “peer referral network for event promotion”. Frank said to himself, why not try it.



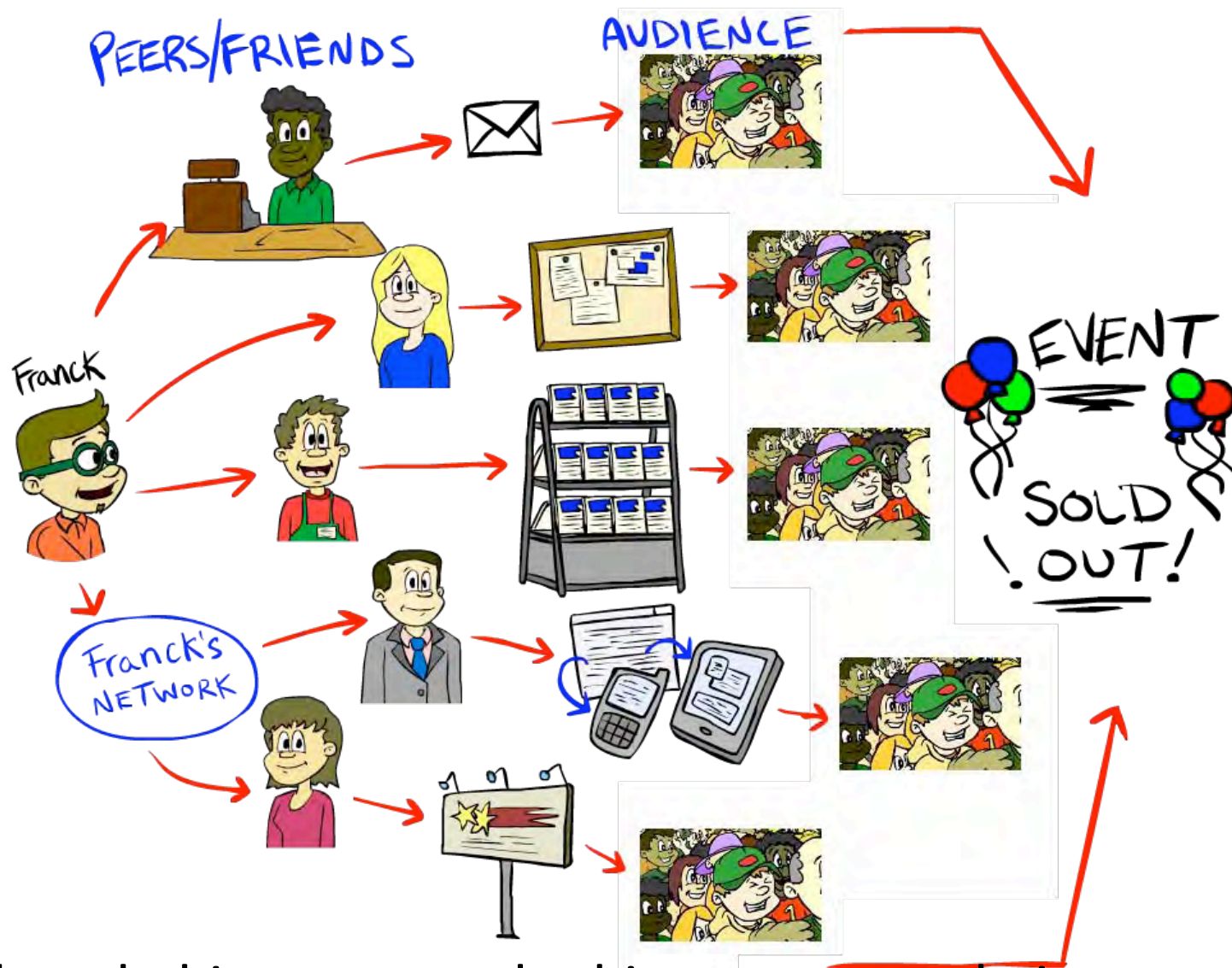


He approached several classical music groups and suggested they create a peer referral network

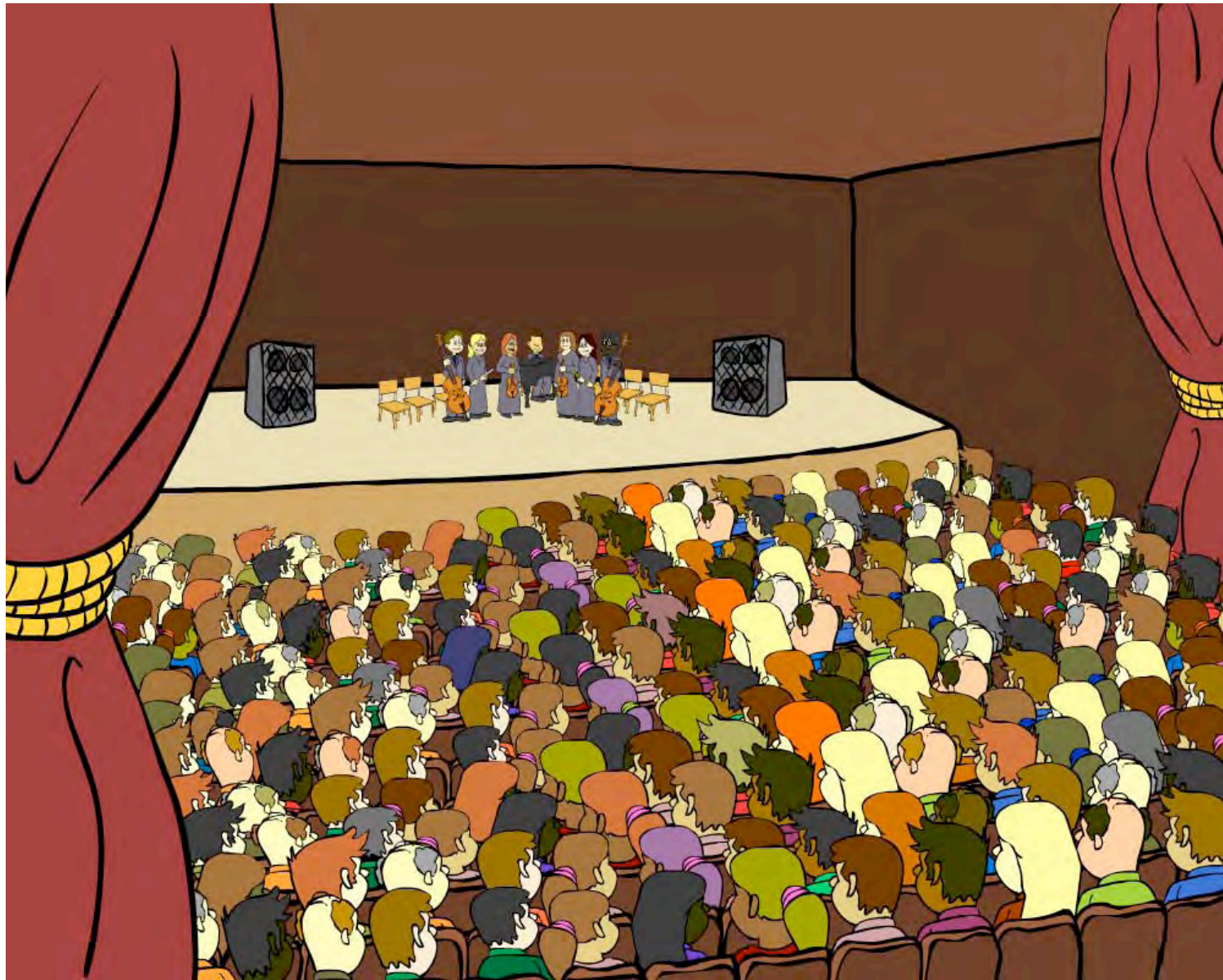




When Franck has an event, he goes to Goodbuzz to create his marketing materials: emailing, banners, flyers, posters



Then he asks his peers to relay his message to their contacts. His peers will pick his marketing materials and spread the word about his event for Free.



Winter 2009-2010 was the best season ever for the 15 groups that participated. All their events sold out.

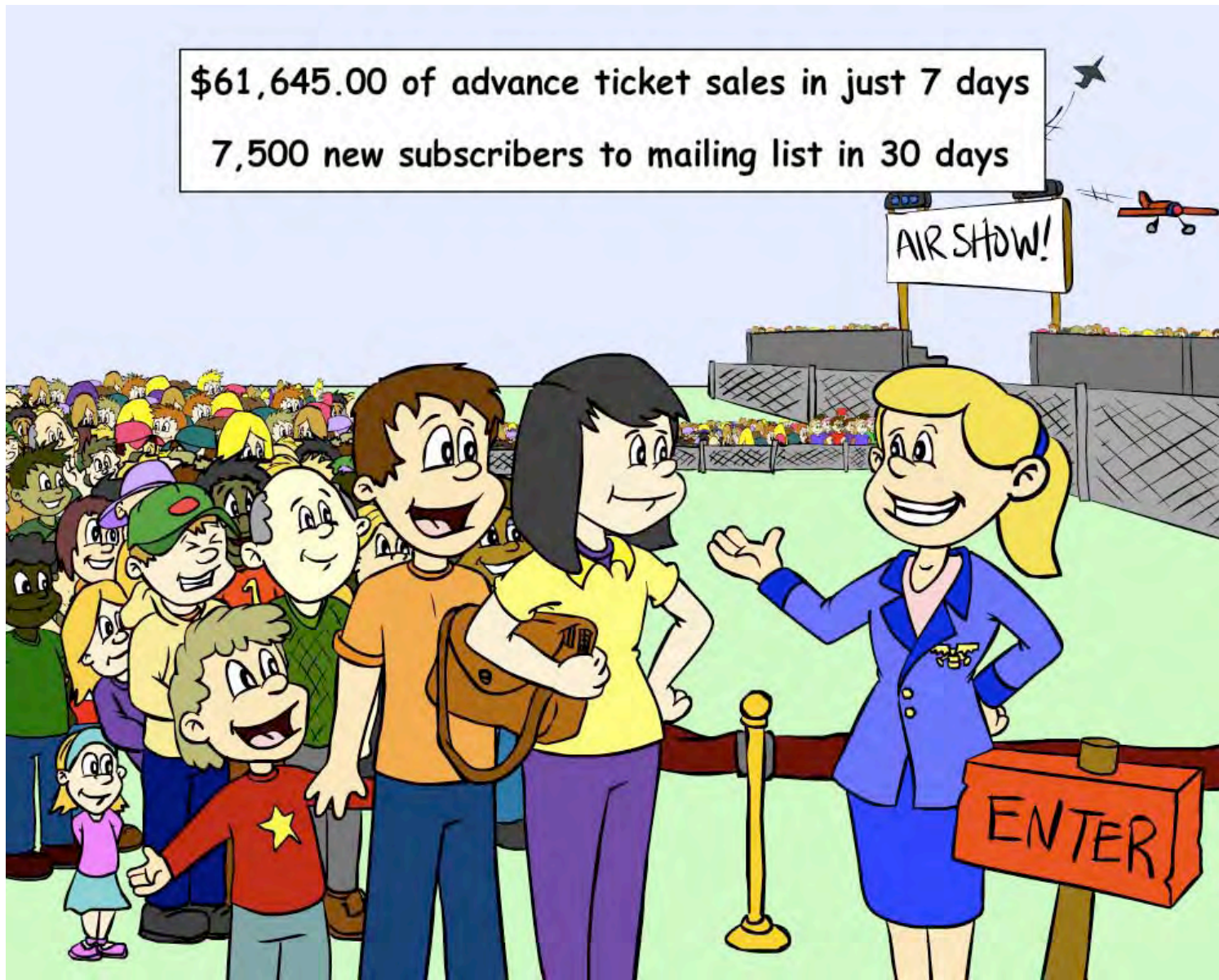


\$36,100.00 of advance ticket sales in less than 18 days  
Huge word of mouth!



Other success stories: A beer Fest in Brussels





\$61,645.00 of advance ticket sales in just 7 days  
7,500 new subscribers to mailing list in 30 days

Other success stories: International Air Show promoter in UK

\$252,903.51 collected  
online in 72 hours.

800,000 people reached with  
the campaign message for free.

Campaign featured on 5  
national TV programs.

Awareness on kids living in  
poverty in East Germany.



Other success stories: Fundraising for Kids welfare in  
East Germany



## How does The peer referral network work:



Step 1: You have an event that needs promotion

Step 2: You go to [GoodBuzz.org](http://GoodBuzz.org)

Step 3: Create your promotional materials (emails, banners, Flyers, Posters, SMS)

Step 4: Then you ask your peers to relay your message to their contacts

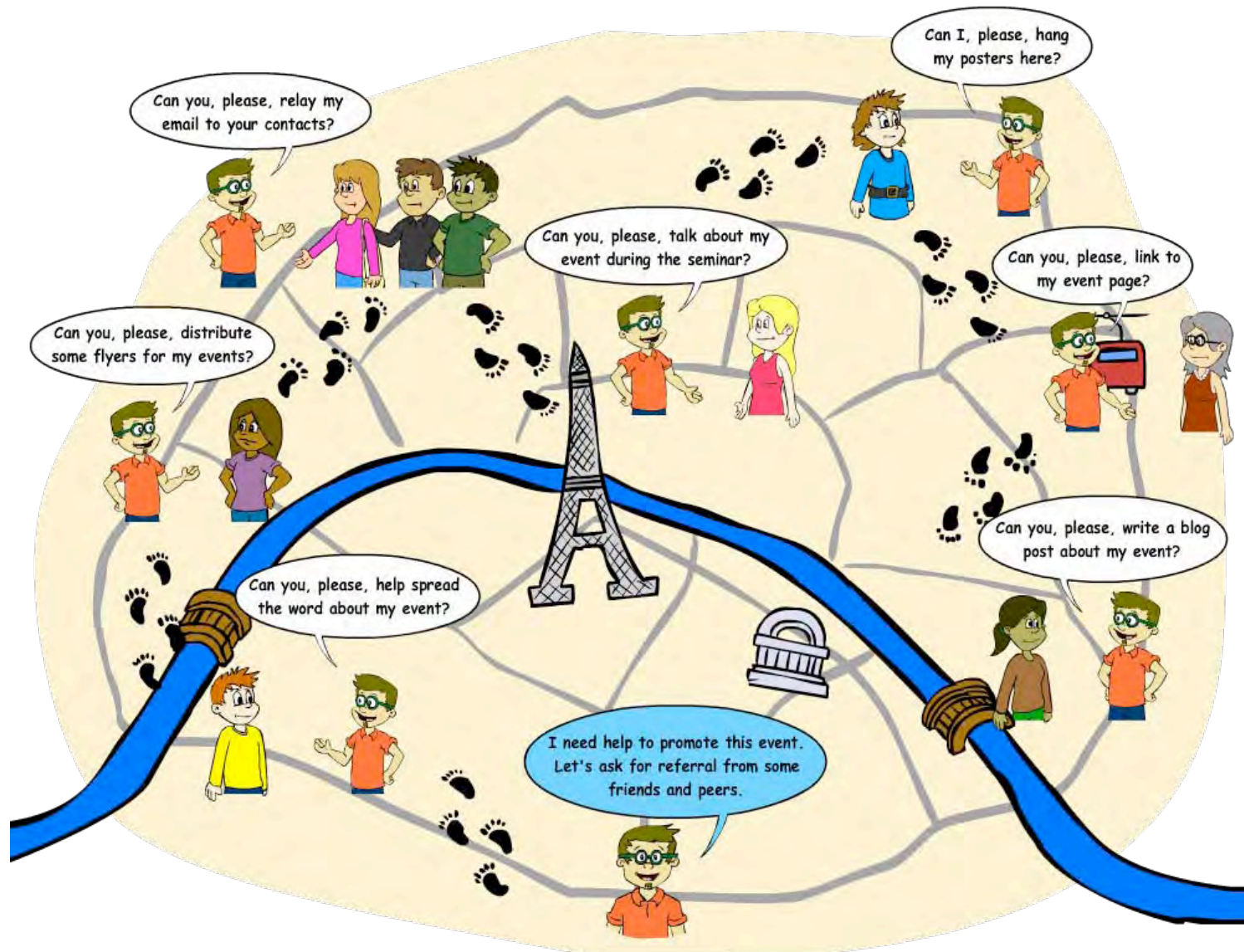
Step 5: Your peers will pick your marketing materials. Use their communication channels (mailing list, website, blogs, display spaces, Facebook, Twitter and MySpace profiles) to spread the word about your event

Step 6: This is all done in one place, inside the [GoodBuzz](http://GoodBuzz.org) program



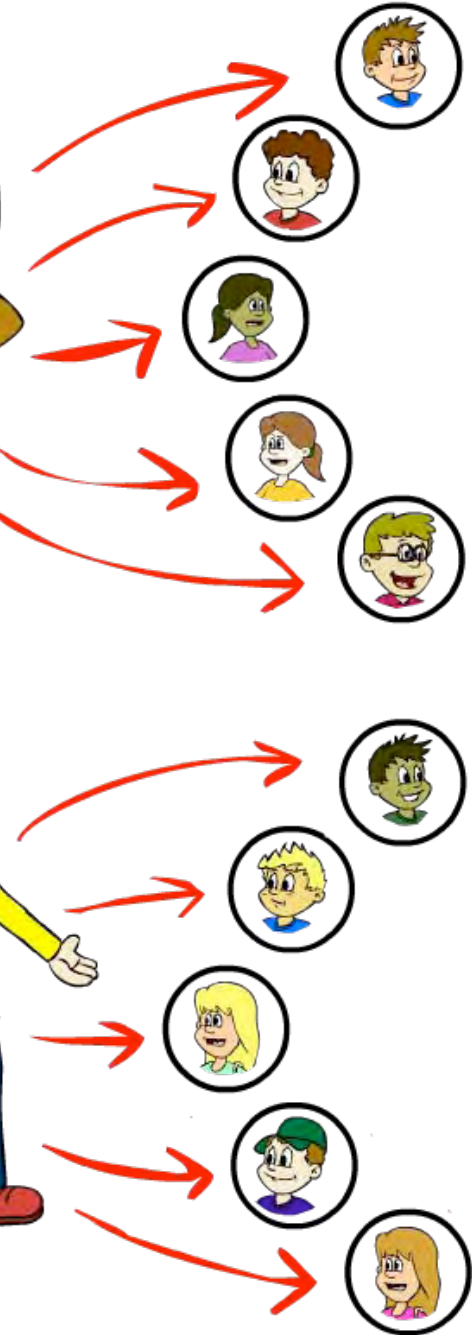


GoodBuzz is transforming the whole event marketing and promotion industry



**What's changed?** Now, Event promoters have a tool they didn't have in the past which is to get in front of other Event promoters contacts without having to negotiate with them 1 on 1

Goodbuzz gives me one single tool that can automatically organize my network so that I can send referral requests!







Now, you can Dream Big and Enjoy



When will be your next concert?

When other people  
will leave the beach.



**Promote your Event Fast  
with Goodbuzz**

**Visit [www.goodbuzz.org](http://www.goodbuzz.org)**