



MACDARA
HOSTY

2009

will be tough, very tough. Recent industry figures show that YOUR industry is declining. There are less

NIGHTCLUBS in Ireland today than there were in January 2008 and **MAKE NO MISTAKE** in

January 2010 there will be even less. Don't become a statistic! If **YOU** want **YOUR** nightclub to survive this recession - and

MAKE NO MISTAKE, YOU can **SURVIVE** – You must protect your **RELATIONSHIP**

with your **CUSTOMER**. You must **MIND** your customer before your competitor does. You must do this by

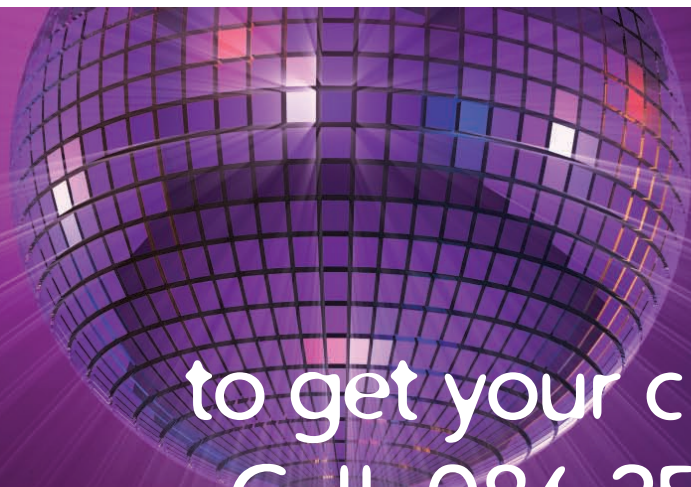
IMMEDIATELY activating a strategic, focussed, commercially aware, market specific, and economically feasible bespoke

MARKETING PLAN.

In January 2010, **YOU WILL REAP WHAT YOU SOW TODAY.**

Sow the right seeds NOW. **CALL me NOW: 086 2512762**

– and let's start marketing YOUR nightclub NOW.



MACDARA
HOSTY

to get your club moving...

Call 086 2512762 now

SERVING THE NIGHTCLUB INDUSTRY SINCE 1987

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Lets

Grab your customers
before the competition do
– get marketing now!

and get your nightclub moving! NOW

SAMPLE PACKAGE 1

- Step 1 will be a research visit to your nightclub and your competitors on the same night.
- Step 2 on the following morning, will be a meeting with you to discuss and review your previous marketing activity, your music policies, entertainment policies, any sponsorship activity and admission policies.
- Step 3 will be the preparation and provision of a detailed, 2009 occasion specific, event driven, market conscious, strategically focussed, commercially aware, budgeted and economically feasible bespoke marketing plan. This plan will be unique to your nightclub and will have every contact number you need. It will be presented in chronological order, using simple easy to follow language clearly outlining what to do and when to do it.
- Step 4 will be a further meeting with you to present and explain the plan and answer any questions that you might have. Following this meeting, any required changes will be made and once those changes are made, the finished marketing plan will be forwarded to you. This package will also include 24/7 telephone and e-mail access to MacDara Hosty for the period that the plan covers.

**As every client is different, your package will be tailored to suit your specific requirements.
Only one client will be accepted in each geographic target market area.**

SAMPLE PACKAGE 2

- Step 1:** A research visit to your nightclub and your competitors on the same night.
- Step 2:** On the following morning, a meeting will take place with you to discuss and review your previous marketing activity, your music policies, entertainment policies, any sponsorship activity and admission policies.
- Step 3:** A detailed, 2009 occasion specific, event driven, market conscious, strategically focussed, commercially aware, budgeted and economically feasible bespoke marketing plan will be prepared for your club. This plan will be unique to your nightclub.
- Step 4:** A further meeting will take place with you to present and explain the plan and answer any questions that you might have. Following this meeting, any required changes will be made and once those changes are made, the finished marketing plan will then be activated.
- Step 5:** The marketing plan will be delivered and managed for you on a consultancy basis for the duration of the plan. Please note, this means that your marketing plan will be delivered for you and all actions necessary to deliver the plan will be taken for you on your behalf. However, no agreement will be entered into without your approval.
- Step 6:** One review meeting per month (or when necessary), where the activities to date will be reviewed and any necessary changes will be agreed and made.
This package will also include 24/7 telephone and e-mail access to MacDara Hosty for the period that the plan covers.

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