



nearly  
zero energy  
buildings

OPEN DOORS IRELAND

# NZEB

## OpenDoors 2016

### Investment Opportunities

Supported by  SUSTAINABLE ENERGY AUTHORITY OF IRELAND

NEARLY ZERO ENERGY  
**BUILDINGS**  
OPEN DOORS IRELAND  
11<sup>TH</sup>-13<sup>TH</sup> NOVEMBER 2016

[www.nzeb-opendoors.ie](http://www.nzeb-opendoors.ie)

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# We have something in common, audience.



The 4th NZEB Open Doors event in Ireland takes place from **11th -13th** ~~Sustainable Energy 2016~~ supported by the ~~Department of the Environment, Heritage and Local Government~~.

NZEB Open Doors provides an investment opportunity for your company to become the Major Event Partner, Sector Leader or Event Supporter associated with NZEB Open Doors 2016.

## The investment opportunity :

- ❖ specific ~~to a targeted audience.~~
- ❖ audience exposure to industry professionals and the new build/ retrofit sector.
- ❖ broad brand recognition opportunities.
- ❖ potential leads/sales opportunities.
- ❖ positive public relations and marketing for your brand.

## BACKGROUND:

In 2015, the NZEB Open Doors exhibitor buildings included public buildings, houses built to the 2011 Building Regulations but approaching or at NZEB standard, deep retrofit projects, new Passive Houses and houses retrofitted to the Passive House EnerPHit standard. It also featured tours of the Ecological Building Systems 'Centre of Knowledge' in Athboy, County Meath and a Passive house tour in Cork as part of the PHAI 'See The Light' conference.

The focus of both industry and the public on NZEB is growing ahead of its introduction EU-wide for all new public buildings by 2019 and for all new buildings by 2021.





**1000+ people attended**  
**61 buildings were exhibited: 56 private houses and 5 public buildings in 2015**  
**across 14 counties,**  
**with a national reach of over 400,000+**

## National NZEB Developments in 2016

Dept. of Housing, Planning and Local Government to begin public consultation on NZEB standard for buildings other than dwellings in 2016 and publish new standard by Q4 2016/ Q1 2017.

# Digital Reach 2015



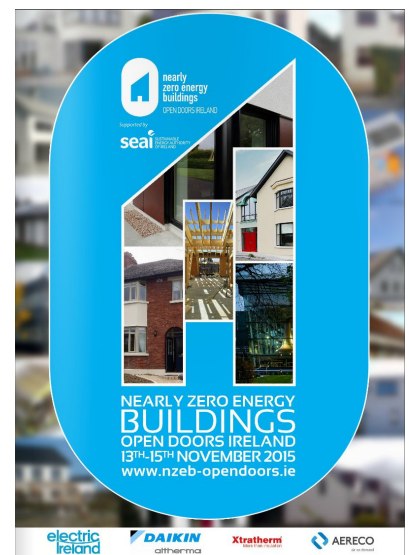
-  **300,000+** Total Targeted Impressions
-  **5,000** Emails in 10 Weekly eZines
-  **85,000** views with Facebook Ad Campaign
-  **100,000** Twitter Impressions in Oct & Nov
-  **2,300** Profile Views on Twitter
-  **4,700** watched NZEB OpenDoors15 Video
-  **24,000** Blog Page Views over 4 Weeks

## What are the benefits this year?

Over the coming **6 months (May - Nov 2016)** NZEB Open Doors 2016 will be working with our Digital Agency, Plugmedia.ie, to roll out a very targeted nationwide to a wide diaspora of people from students interested in the sector, to private individuals about to embark on new build or retrofit projects, through to industry professionals.

This campaign is to include the following elements:

- National & Local Print Press - articles highlighting the event, NZEB exhibitors and NZEB information.
- National & Local Radio - presenting the event and information on registration for events. + Radio advert
- NZEB Open Doors16 Magazine - digitally distributed online & 2,000+ printed, delivered nationwide and at all exhibitions & viewings.
- Exhibitions (e.g. Self-Build, Ideal Homes, etc - more to be announced)
- Downloadable presentation content/text for websites and agendas, Facebook, Twitter, enabling partners and exhibitors to promote the campaign.
- Posters - numerous colleges, public buildings and exhibitor premises.
- Press & Event Launch with Minister for Housing, Planning and Local Government



# Digital Strategy 2016



Our **digital inbound marketing** - **will have**  
a targeted community reach of  
**800,000+ people**, to be achieved through the following actions:

- **Facebook Marketing** - content curation & creation.
  - ◆ Regular posting to engage and promote NZEB, the event and its theme.
  - ◆ Targeted Facebook Ad Campaign promoting the weekend/website
- **Twitter Marketing** - linking with influencers and content curation promoting the event.
  - ◆ Daily posting to engage and promote the event and its theme
  - ◆ Communication with Influencers and cross promotion
  - ◆ Targeted Ad Campaign to promote posts
- **Instagram Marketing** - photos prior, throughout and after the event of exhibitors/news.
- **LinkedIn Marketing** - status updates and group discussions
  - ◆ Regular Status Updates, posting and Group Discussion.
  - ◆ Targeted Ad Campaign promoting posts/content
- **Email Marketing** - extensive email marketing to industry professionals and subscribers.
  - ◆ Targeted Email Marketing to industry professional
  - ◆ Weekly Ezine/Newsletter to broader community & industry professionals
- **Google Adwords Campaign** - 3 months - to increase Event Awareness/Generate Lead

the following: will exist leading up to and throughout the event, to include some of



- Trade Magazine Ads
- Branded T-shirts - worn by Volunteers over weekend
- 2017 Calendar Gift
- Networking Evenings
- Range of Merchandise - Lanyards, Thermostats, Pens, etc

An email and telephone answering service will be in place later into the campaign to address all questions and needs from the start of the event bookings to the end of the NZEB Open Doors weekend. The helpdesk tasks will include:

- Management of bookings and liaison with exhibitors, visitors and industry
- Engagement with the press on the campaign details







# Inbound Timeline



## Jun

### Awareness

Early adoption information about NZEB and what it is on all channels.



### Dialogue

We get the conversation going. Getting people to engage, learn and share their knowledge of NZEB.

## Jul

### Note this date

Reminding people to mark this event into their calendar and tell friends.



## Aug

### The Call Out

Looking for those who want to be involved as Exhibitors, Visitors or Volunteers.



## Sep

### What's behind it

We hear the stories, learn about the event and have a public launch.



## Oct

### Saturation

Press communication nationwide and highest digital reach on all channels.



## Nov

### 11-13th Nov

The time and place promoted and monitored.



Investment: €15,000<sub>min +VAT</sub>

## Major Event Partner

### Benefits Package

> REFERENCE: **Exclusive allocation and naming rights** to the NZEOpenDoors16 referenced as the **[Company Name] NZEOpenDoors16** in all digital and printed collateral and media engagement.

> As the NZEB OpenDoors16 naming rights partner you have an exclusive opportunity to showcase your brand to a diverse audience. It positions you as a champion of both industry and the broader community and identifies your brand with Ireland's growing national event.

> EVENTS: Opportunity to host an event with \_\_\_\_\_ and a select group from local architecture and design practices.

> ADVERTISING:

- NZEOpenDoorsIE **Website banner display** as Major Event Partner
- Advertorial on NZEOpenDoorsIE Website and link to company website. **Referenced in each mention** of the event name in all media.
- a **full one page ad** in the NZEB OpenDoors 2016 campaign magazine

> LOGO PLACEMENT: Your **Brand** (Logo) acknowledgement promoted throughout all Event e-communications, websites, exhibitor signage and other digital and printed collateral.

> SPEAKING OPPORTUNITY: Speaking opportunity at the \_\_\_\_\_ of the weekend.

> NATIONAL COMMUNICATIONS: One page dedicated advertorial eDM (**email Direct Marketing** for your business/service) to all IHER members/ NZEB community in the lead up to and post event.

> NZEOpenDoors16 event sponsor acknowledgement on all communications, including your logo and link to website on the NZEOpenDoors16 weekly e-newsletter in the lead up to and post event (6 months May - Nov).

> PERIOD: \_\_\_\_\_ **s**

### > Leveraging Opportunities

> Further opportunities can be discussed

Investment: €3,750<sup>+ VAT</sup>

## Sector Leaders

As a Sector Leader, your organisation can build direct relationships within the architecture, construction and design industries and the broader community through sponsoring an Industry Sector or a specific Exhibition viewing, whilst strengthening your brand exposure.

### Benefits Package

- > EVENTS: Opportunity to self-promote and attend a viewing nationwide.
- > SECTOR CONNECTION: **Exclusive mentions** through all material when sector is discussed.
- > ADVERTISING: **Brand acknowledgement** on all promotional collateral for the event. Event promotion on the viewing website and in the NZEOpenDoors16 e-newsletter. Signage opportunities at certain events, if agreed by the building owner (case by case assessment)
- > A full one page ad in the **NZEB OpenDoors 2016** campaign magazine
- > LOGO PLACEMENT: NZEOpenDoors16 Website **logo and link** to company website. Logo placement on e-newsletter item advertising Sector Leaders and supporters of the event.
- > COMMUNICATIONS: **One advertorial published** in the NZEOpenDoors16 weekly e-newsletter in the lead up to the event. Acknowledgement of your support in the event, material to be provided by sponsor.

Investment: €500<sup>+</sup> VAT

## Event Supporter

### Benefits available

Your company will be promoted as a supporter of the event.

- > ADVERTISING: company name and link to website on the NZEBOpenDoors Website.
- > Your company name will appear on our banners displayed at the **NZEBOpenDoors16** viewings.
- > Where relevant, the opportunity to direct marketing towards targeted audiences where possible.

## In-Kind Supporter

NZEBOpenDoors16 will be accessible to all. The event programme offers a broad range of viewings to suit primary aged children to tertiary, from lovers of architecture to contemporary thinkers.

Exhibitors in NZEBOpenDoors16 will be very grateful for any level of support your company can provide to enable a successful event. Exhibitors will need a wide range of elements to get their event off the ground from materials and tools to printing and delivery, photographic/video documentation, refreshments and man power. Your professional expertise, time and consultation will be gratefully accepted.

Please let us know what you wish to contribute.

## Magazine Advertisement

NZEB OpenDoors16 Magazine will be sent out to 2000+ individuals, professionals and organisations and will be accessible online to all. Please [see last years' brochure](http://bit.ly/NZEB2015) (<http://bit.ly/NZEB2015>) for a guideline of what to expect.

Full page:	€1,100
Half page:	€700
Quarter page:	€395