



## Benefits of Presenting Your Winning Award Submission

1. **Recognition and Prestige:** Presenting an award-winning campaign at the 4S Summit showcases your achievements, providing you with recognition and prestige within the industry. It also boosts your reputation and credibility among your peers and potential clients or partners.
2. **Learning Opportunity:** Attendees of the breakout session can gain valuable insights and knowledge from your successful campaign. They can learn about innovative strategies, best practices, and effective tactics contributing to the campaign's success.
3. **Inspiration and Motivation:** Award-winning campaigns often have a unique and compelling story behind their success. Sharing this story at the 4S Summit can inspire and motivate other professionals to think creatively and strive for excellence in their work.
4. **Networking and Collaboration:** Presenting a breakout session allows you to connect with like-minded individuals, potential partners, or clients who might be interested in collaborating or seeking your expertise.
5. **Visibility and Exposure:** Being featured as a presenter at a prominent industry event, like the 4S Summit, provides increased visibility for you and your organization. This exposure can lead to new opportunities, media coverage, and industry recognition.
6. **Validation of Strategies:** Presenting an award-winning campaign allows you to validate the strategies and methods employed to achieve success. It reinforces confidence in your approach and can lead to further refinements or improvements.
7. **Feedback and Critique:** During the breakout session, attendees may ask questions, share opinions, and provide feedback on the campaign. This valuable input can help you gain new perspectives and insights into your work.
8. **Demonstration of Industry Leadership:** Presenting your campaign showcases your expertise and leadership within the industry. This demonstration of thought leadership can lead to more speaking invitations and opportunities to contribute to industry publications.
9. **Maximize Long-Term Value:** Incredible opportunities for lasting impact come AFTER the 4S Summit. Your insightful breakout session will be summarized and featured in the Sports ETA Playbook, distributed widely within the sports events and tourism industry reaching key decision-makers and potential partners. You'll be invited to participate in a captivating interview on the Sports ETA Podcast, a platform reaching broad audiences. Your campaign and breakout session will also be featured on the Sports ETA website.
10. Overall, presenting your winning campaign as breakout sessions creates a win-win situation. You receive recognition and exposure, while attendees benefit from the knowledge and inspiration shared during your session. It contributes to the growth and advancement of the industry as a whole.