events as a driver of revenue

“Nowadays, her life is more like a newspaper: aimless, up-to-date and full of meaningless events”

— Michel Faber
@first light

- Bangladesh’s most influential, most read daily since 2001 (first published 1998)
- 20 page-broadsheet + 8/16 page-tabloid supplementary
- 12 daily editions from 3 cities, 2 weekly editions in North America and the Gulf
- Avg print circulation ~ 500,000
- Avg monthly UVs ~ 9 million, page views ~190 million
- Our team: Content 425 & Business 132 (Digital Business 20)
Kishore Alo
Highest selling monthly magazine for teenagers

Biggan Chinta
Premier monthly science magazine

Protichinta
Quarterly journal on social, political and economic issues

Prothoma
Fastest growing publishing house in Bangladesh

ABC Radio
Top FM station of Dhaka and Chittagong
the first “event”

“For feeling, not events, is to me the essence of history”

— Christopher Pike *The Last Vampire*
a sort of beginning

• In the late 1990s, acid attack against women was a horrific crime in Bangladesh with 400-500 cases reported each year.

• From its first day of print took up a strong editorial position against acid attacks.

• By 2001, PA had succeeded in raising funds for the victims, aiding their rehabilitation, organizing legal support, hosting awareness events and lobbying the government for legislative change.

• The eventual nationwide movement drastically curbed acid throwing, there were about 18 cases in 2018.
why we did it?

• Social activism of the founding team
• Agent for positive change—not just reporting a problem
• Connecting with our community
• A feel good factor for the people in our organization
• *No revenue motive*
trust in PA

• The *Prothom Alo* Trust was created in 2009

• Programmes for acid victims, the fight against drugs, scholarships to poor students, and nationwide disaster relief

• This is PA’s CSR – often in collaboration with partners
why programmes & events today?

• Strengthens and reinforces our brand

• A competitive edge over competition

• Relevance among sponsors—building better relationships and fulfilling diverse and increasing needs of clients marketing and CSR goals

• An alternative, important, growing stream of revenue

• Carving out a distinct, unique identity—“more than just a newspaper”
“We overestimate the event and underestimate the process. Every fulfilled dream occurred because of dedication”

― John C. Maxwell
a process

• 1 Idea  --  can come from anyone

• 3 Goals  --  must be able to meet at least two of them

• 5 Values  --  must satisfy, not be in conflict with any of them
1+1 out of the 3 goals

• Increase brand equity

• Positive impact on readership

• Generate revenue (profit)
consistency with our 5 values

• Upholding journalistic ethics
• Oriented towards public well-being
• Aiding positive change
• Being innovative
• Having integrity
eventful days & nights

“There are many events in the womb of time, which will be delivered”

~ William Shakespeare Othello
functionality of programmes

- Career motivation
- Education
- Development

- Film & Entertainment
- Sports
- Writing
- Academics

- Fashion
- Wedding
- Reading
- Cooking

- Language Day
- Bangla New Year’s Day
- Founding anniversary
## Programmes

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<thead>
<tr>
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<th>Programmes</th>
<th>Events</th>
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<tbody>
<tr>
<td>1</td>
<td>Bhasha Protijog (Language)</td>
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<td>2</td>
<td>Bikash Biggayanchinta Science Fest</td>
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<td>3</td>
<td>Pooshti-Prothom Alo School Debate</td>
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<td>Meril Prothom Alo Agamir Nirmata</td>
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<td>Tarunner Joy Utshob (Youth Fest)</td>
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<td>9</td>
<td>En genius -Structural Design Competition</td>
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<td>10</td>
<td>Ami Sajai Amar Desh School workshop (KIA)</td>
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<td>11</td>
<td>Bigyan Baktrita University program -Bigyan Chinta</td>
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<td>12</td>
<td>Round Table</td>
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<td>14 Borshosera Boi</td>
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<td>15 Priyo Shikkhok Sommanona</td>
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<td>16 Krishi Purushkar - Agri Award</td>
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<td>17 Sports Award</td>
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<td>18 Students GPA 5</td>
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<td>Bridal Fest</td>
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<td>Boi Mela</td>
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<td>Chef of Bangladesh</td>
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## commemorative 10+

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<td>25 Ki Anondo</td>
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<td>26 Women’s day</td>
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<td>27 Miscellaneous</td>
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rewards and returns

“The acronym for full-on engagement: ROAR, Return on Attendee Relevance”

~ Andrea Driessen
direct earnings from events

- Revenue from print and digital ads
  ~30%

- Revenue from designing, planning, organizing & executing events
  ~60%

- Paid content for special supplements, customized features, etc.
  ~10%
indirect income from events

• Lead generation of new/dormant clients crossing over to regular advertising

• Helps keep us relevant and TOM among existing advertisers

• Increases brand equity, helps us keep our premium rates
swifter, higher, stronger...

“She knows herself to be at the mercy of events, and she knows by now that events have no mercy”

— Margaret Atwood "The Blind Assassin"
what are we doing now?

• Focusing on increasing revenue, increasing profit
• Expanding scope without diluting brand
• Redesigning structure and personnel
• Sustaining relevance, increasing impact, staying innovative
• Creating more engaging content in print and digital
• Staying competitive
• Protecting our journalism, avoiding conflict of interest
taking it digital ... Abashon Mela
Abashon Mela across platforms

Desktop View

Mobile View

Stall

prothomalo.com
Abashon Mela features

Interested buyers can see the Project Video and Photos.
Abashon Mela features

Interested buyers can see the floor plan of their desired project.
Abashon Mela campaign reach

- prothomalo.com: 6.6 m
- 15.5 m
- 5.5 m
- 0.3 m
- TV: 0.05 m
Abashon Mela campaign outcome

- Leads Generated: 2,400
- Customer Queries: 4,400
- Unique Visitors: 160,000
thank you