

Your say on the issues that matter: global warming, local authorities and sports stadia

Oil giant's action on climate change

In the article "Agency boss urges climate change snub" (*Event*, June) an event agency made several inaccurate and absurd accusations about ExxonMobil.

We wish to put the record straight. We take the issue of climate change very seriously and are taking action on many fronts to address the risks it poses.

These include partnerships with vehicle manufacturers to reduce emissions, researching hydrogen-fuelled vehicles, vigorously pursuing energy efficiency in our own refineries and supporting groundbreaking research at Stanford University to reduce greenhouse gas emissions.

The steps we have taken since 1999 to improve energy efficiency at our own facilities resulted in the avoidance of 12 million tonnes of greenhouse gas emissions last year alone – the equivalent of taking about two million US cars off the road. We are partnering with automobile and commercial engine manufacturers on research and development programmes that could yield fuel economy improvements in internal combustion engines of up to 30%, with lower corresponding emissions. Readers of *Event* can find further information by visiting www.exxonmobil.co.uk.

We and many other corporations fund public policy organisations but we do not control their views or actions. As

for research into climate science, for many years the company has supported major projects at highly respected institutions such as the Hadley Centre for Climate Prediction and the International Energy Agency.

David Eglinton, *ExxonMobil public affairs, Esso UK*

The trouble with certain councils

With reference to your recent article on "Public occasions and events" (*Event*, June), our experience suggests that while many councils have come on in leaps and bounds in terms of support for events that help promote their own community agendas, it is totally different when it comes to brand events.

Although some councils are set up commercially to cope with brand events, many more are not. The result is that there is no set process to go through, so it can be difficult and time-consuming to find the relevant person to talk to.

Even when you have made the right connections, it can still be a painfully slow process, submitting applications and waiting for feedback. So organisers should be aware that they must allow a considerably longer lead-time when preparing a public brand event.

Brand events represent a huge commercial opportunity for councils and there are those that are really taking advantage of this. But London seems to lag way behind certain regional city



Adams: "a painfully slow process"

centres, which is strange when you consider the number of people wanting to hold events in the capital.

We have recently had an experience with a London-based brand event where we had been granted the temporary notice necessary to hold the event, when the council reconvened and decided that actually it didn't see the benefit to the local community and cancelled the event. By doing so they appeared to have completely overlooked their own criteria for cancelling events.

So yes, certain types of public events may be flourishing, but local government administrators still have a long way to go before they are fully on board.

Nick Adams, *managing director, Sense*

Stadia present an awful temptation

Your article on major sporting venues (*Event*, June) was informative but failed to identify

the inherent danger in using such venues when communicating with consumers.

Big stadia equal large volumes of people and it is often too much of a temptation to try and communicate with as many targets as possible and ultimately communicate with none.

Event-based marketing works best when brand owners take time to sell propositions to consumers, and consumers in turn have the opportunity to sample and interrogate products. Therefore planning must be based on the principles of direct marketing. Anything else turns a direct opportunity into a mass marketing exercise in which brands are simply waved in front of many prospects.

The ability to create associations between brands and consumers through sport and other types of live event is immensely powerful but to fulfill sales potential requires strategies based on effective one-to-one interaction. There is a real danger with large crowds in big venues that planning becomes based on numbers rather than effective communication.

Kate Humphries, *director brand experience, MSF Field Marketing*

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