

The Art of the Ask: Messaging, Positioning & Sponsorship for Growth

Thank you for: **The Five-Minute News Brief** from **Paul Cook**, Storyteller & Creative Producer of **Paul Cook Storyteller**, MESA Member and **Bob Toovey**, Founder & Owner of **Event Planner News (EPN)**, MESA Member.

1. According to a news report by Event Industry News and Evessio, there is a lack of trust and transparency in event awards – [download report](#)
2. Eventex awards are upsetting some industry people, as they see those awards as more of a 'popularity vote'
3. Eventex awards are seen as being much more transparent when it comes to judging
4. There are concerns that many industry awards only feature those who can afford to take part
5. There are deep discussions on whether event awards are worth it in terms of money spent and potential marketing value

Thank you for the **E-Book Express Showcase** by **Richard John**, COO of **Realise**, MESA Member. View in the Community Platform – **Trends, Reports, Videos & E-Books** (Files / E-Books / 4M's / Nov 2025) or click on the direct links below:

1. The 100 AI Jobs No One's Talking About <https://mesa.wall.idloom.com/#/filelastversion/3413>
 2. Claus Raasted's Little Book of Getting Shit Done <https://mesa.wall.idloom.com/#/filelastversion/3414>
 3. The LinkedIn Event Framework <https://mesa.wall.idloom.com/#/filelastversion/3416>
 4. MIA Insights <https://mesa.wall.idloom.com/#/filelastversion/3417>
 5. Taking Event Impact to the Next Level <https://mesa.wall.idloom.com/#/filelastversion/3418>
- Recommendation to Get Reading: <https://mesa.wall.idloom.com/#/filelastversion/3427>
- Overview – <https://mesa.wall.idloom.com/#/filelastversion/3415>

Main topic: The Art of the Ask: Messaging, Positioning & Sponsorship for Growth - The session emphasised aligning business messaging with deep customer needs by using structured interviews to uncover their exact language. Insights from these processes are vital for creating customer-centric messaging, improving sales, and efficiently utilising new AI analysis tools. **Key Takeaways & Framework:**

1. Customer Interview Framework

- **Core Goal:** Align messaging across all touchpoints by deeply understanding customer needs, challenges, and motivations
- **Methodology:** Use the framework to identify **bottlenecks** in the business and ensure consistent messaging
- **Interview Focus:** Gather specific insights related to customer psychology: **push** (what drives them away from their current solution), **pull** (what draws them to a new one), **inertia** (what holds them back), and **anxiety** (their fears about making a change)

2. Customer Interview Process (based on Guidebook – other companies may be different)

- **Frequency & Timing:** Conduct 3-4 interviews weekly, ideally 4–6 weeks post-contract signing with **new customers** to capture fresh buying experiences
- **Segmentation:** Separate interview processes are necessary for **new customers**, **renewals**, and **recently churned** customers
- **Buyer vs. User:** Emphasised the importance of understanding insights from **both the tool user and the buyer**
- **Efficiency:** Highlighted that **AI tools (like ChatGPT)** can now help analyse this data more efficiently for targeted marketing and customer journey optimisation

3. Messaging & Experimentation

- **Customer Language:** Use customer language to improve onboarding, sales emails, and website content for maximum resonance
- **AI Enhancement:** Leverage AI tools (like ChatGPT) to **enhance analysis** and decision-making processes
- **Experimentation:** Participants were encouraged to be **brave and fast** in testing new messaging ideas, balanced with the need for **rigorous analysis and data collection**

Additional Information

<https://www.forrester.com/blogs/four-advocate-personalities-turn-customer-goodwill-into-gold/>

Thank you to our speaker & moderator:

Moderator: **Michael Jackson – The Other Michael Jackson**, MESA Member

Speaker: **Nathan Meyer**, Events, Community & Growth of **Guidebook**, MESA Member.



[MESA Events page](#)

[MESA MONTHLY MEMBER MEETINGS \(4M's\)](#)

[Please connect to our LinkedIn page](#)

Thank you, MESA MEMBERS!

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- For general access and content
- To be connected and hear about events
- To get to know MESA and the community

Please post content and connect with each other

NEXT MEETING:

MESA MONTHLY MEMBER MEETINGS (4M's) 1400 GMT / 1500 CET:

Thursday 11th December - Xmas Quiz - Join us for this year's MESA Xmas Quiz with prizes! Hosted by **Gordon Glenister**, Author, Keynote speaker, CEO **Membership World**, Co-Founder of **MESA**, MESA Member.