**Events Management: Principles & Practice, 4th Edition**

**Instructor’s Manual**

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**Chapter 10**

**Marketing Process, Communications and Public Relations**

**Chapter Overview**

The aim of this chapter is to apply marketing process models to the events industry from conception to evaluation, to examine marketing research, segmentation, targeting and positioning of specific events as examples, and to highlight the application of marketing research. The focus will be upon positioning an event favourably in the mind of its target market in order to ensure long-term success.

The chapter will begin with a brief look at the history and theory of marketing followed by a discussion of marketing concepts and marketing research in relation to events. The chapter will then examine the behaviour of consumers and how they can be segmented. A detailed discussion will then follow on the marketing mix and its constituents: product, price, place and promotion, as applied to events. Finally, how events can be positioned within the marketplace to compete successfully and how relationship marketing can be applied to achieve repeat visitors and loyalty will be discussed.

**Exercises and activities**

**Tips for Tutor**

1. **Before the class, ask each student to read the following sections from chapter 10.**

* Application of the marketing concept to events
* Events marketing research
* Consumer behaviour at events
* The events consumer and segmentation
* Promotional mix
* Relationship marketing for events
* Experiential marketing

**Tips for Tutor**

It is best to begin the class by discussing the behaviour of the consumers and how they can be segmented within the event industry?

Discuss with students’ marketing mix and its constituents: product, price, place and promotion, as applied to events?

1. **Internet Resources**

These are internet and YouTube clips, we recommend you ask students to visit internet sites and YouTube clips and ask them to watch and read the material for classroom discussion.

**Internet Resources**

* <https://blog.bizzabo.com/event-marketing-guide>

**Event Marketing: The 2020 Guide**

Welcome to your guide to event marketing in 2020 and beyond. Discover best practices for selling out your event, leveraging event data, aligning with the rest of your organization and more.

Event marketing is the promotion of a product, brand, or service through in-person interactions. There are many forms of event marketing and each can be catered to address a marketer’s specific goals.

Event marketing can be hosting an event to build stronger relationships with prospects and customers. It could also be attending an event as an exhibitor to educate potential customers on your company's product offering. Event marketing can even include digital events such as webinars or live-streamed workshops.

* <https://www.youtube.com/watch?v=2mbos8qYfac>

**The best digital marketing strategies for B2B Events**

The most successful B2B events have a strong digital marketing strategy to support them. Marketing events are expensive and you need to get the most value out of them.

With B2B marketing, you are most often dealing with two types of B2B events.

1. Events that you host yourself.

2. Events that you sponsor or participate in.

* <https://www.euruni.edu/blog/event-industry-impact-covid-19/>

**How the Event Industry Is Tackling the Impact of COVID-19**

COVID-19 has had an impact on almost all aspects of life. In March of this year, the virus had spread to over 100 countries, forcing the World Health Organization to declare a global pandemic. Unprecedented lockdowns, strict travel bans and “social distancing” measures followed shortly. According to Johns Hopkins University, this year to date there have been almost 60 million cases and over one million deaths worldwide due to the novel coronavirus.

Many industries that were thriving before the pandemic have faced significant revenue losses and contracted in terms of their growth. Several companies across multiple industries have already declared bankruptcy or were forced to lay off significant portions of their staff.

* <https://www.youtube.com/watch?v=AgRee6sqags>

**Content Marketing World**

Content Marketing World is the one event where you can learn and network with the best and the brightest in the content marketing industry. You will leave with all the materials you need to take a content marketing strategy back to your team – and – to implement a content marketing plan that will grow your business and inspire your audience.

* <https://www.youtube.com/watch?v=Tk4DjzMt5tE>

**EEAA The Power of Exhibitions**

The EEAA has designed "The Power of Exhibitions" advocacy and marketing campaign to promote the unique benefits of exhibitions.

**Tips for Tutor**

* 1. Divide students into groups of four to five and instruct them to:
* Read case study 10.1: Marketing An Offline Event Using Digital Marketing
* Ask each group to discuss and develop an argument Using Digital Marketing for events and festivals during covid-19?
* Ask each group to identify and discuss the planning process of a music event?

**Case study 10.1: Marketing An Offline Event** **Using Digital Marketing**

The marketing is one of the essential tools for the event organisers to implement. Organising large outdoor event, it needs to have a very effective way to attract the target audience. Therefore, it is vital for the event organisation have an effective digital marketing strategy in place and with confidence that the right audience will be able to access your event and keep them updated with the information for the event.

This case study focuses on running your own event, if you’re sponsoring a conference, music event, sporting event or trade show. The case study has set out guidelines for event orgnaiser to follow by using digital marketing.

1. The Planning of Event

* It is important to have clear and effective landing page, having a good “offer” for your event is essential.
* The event has to offer enough value for your prospects to remember it’s on and think it’s worth taking time out of their busy day to come and get involved.
* It’s also important that your offer only appeals to your target market.
* To ensure the event had an atmosphere for the attendees and offer valuable information to attendees before the event.

1. Social Media Campaign for Event

* Event manager needs to launch well in advance a social media campaign across both Facebook and Instagram to start generating traffic to the landing page and capturing details of people who wanted to attend.
* Throughout the campaign, event manager should measure the performance of the individual audiences and adverts and optimised according to the number of people requesting an invite.

1. Email Marketing

* It is important for event manager to access to a large email database that would generate interest for the event and by sending regular emails target audience, it will generate results for the duration of the event.
* Event manager should always send out promotional emails for the event, it keeps the audience to up to date with the progress.
* Event manager should send a reminder email the day before the event to everyone who had opened the email (and shown interest) and to everyone who had requested and received an invite.

Source: Adapted from Duncan Jones, marketing Specialist, <https://www.duncanjonesnz.com/offline-event-digital-marketing/>

* 1. **Divide students into groups of four to five and instruct them to:**
* Read case study 2: Aero Hot Chocolate experiential campaign
* Ask students to explain how relevant is “price” as a marketing tool as part of the marketing mix strategy. Discuss with examples from an event of your choice.
* Ask students to outline and create a promotional message for an event of your choice to “stimulate the desire”?

**Case study** 10.2: Samsung’s Hope for Children

Every year, Samsung hosts a benefit gala to thank its customers and partners for supporting their greatest philanthropic endeavor, the Samsung Hope for Children program. This dedicated program has raised more than $30 million for more than 500 schools, health initiatives and community-based foundations.

The gala hosts Board-level Samsung guests, valued customers, A-list celebrities and global media. The event generates immense media buzz for the program and serves as a unique opportunity to deepen important relationships. After a brief change in venues, Samsung decided to return the Gala to the legendary Cipriani Wall Street® in New York City. GPJ was charged with refreshing, updating and producing Samsung’s prestigious event.

Every touchpoint needed to reflect the highest standards, from creative theming, guest experience development and run-of-show to environmental design, scriptwriting, attendee communications and end-to-end event management.

Working closely with Samsung partners, GPJ raised the bar on the Gala, surpassing donation goals and delivering an amazing guest experience that left attendees wanting more. A 70-foot ‘blue carpet,’ with nearly fifty media outlets and interview-ready press bullpens, set the tone of the evening. From there, Master of Ceremonies Sherri Shepherd of *The View* fame framed an evening that included a fundraising football toss with Drew Brees, Boomer Esiason, Jimmie Johnson and Samsung president Tim Baxter; presenters Chelsea and Bill Clinton; performances by Robin Thicke, Estelle and Matchbox Twenty, the presentation of Ambassador of Hope awards to recipients Tony Bennett and John Legend; and much more. Stunning design treatments coupled with beautiful lighting schemes were key in bringing guests a stylish new experience within a familiar space.

The newly reformatted Gala engaged, entertained and inspired close to 900 attendees while generating 276.6 million impressions in influential fashion, style, entertainment and culture media; streamed live interviews via What’s Trending to key influencers, resulting in over 152,000 Samsung-branded content views; and raised a total of $1.5 million.

*Source*: www.gpj.com/experience-marketing/samsung-s-hope-for-children[accessed 25/03/2021]

1. **Discussion questions**

**Question 1**

Is the marketing communication model discussed in this chapter still relevant in the digital age? Discuss?

**Question 2**

Discuss how experiential marketing can be applied effectively as part of the overall event marketing strategy?

**Question 3**

In your opinion, which are the key relational factors for developing relationships with music concert goers?

**Question 4**

Evaluate, by giving relevant examples from events, the importance of “place” as part of the marketing mix?