

# Conclusions

In this book, a systematic itinerary of the entire process of setting up, planning, and developing communication activities for event management has been constructed.

The compass, on a conceptual level, which is the leitmotif of the book, concerns the communication approach that has been adopted. It is that integrated communication that has been outlined since the first chapter.

Integrated communication considers that all its actions must be organized in an organic way, overcoming the traditional distinctions between internal and external communication, because they are part of a whole in which each actor is not a mere recipient of the communication, but a co-actor who is first listened to and then involved in the process. This mechanism applies both to the operators who work in organizing the event, to the stakeholders who contribute to its realization, and to the participants who contribute to making the event a success. The primary task of communication is not so much that of packaging content, but of directing a choral and participatory construction in which everyone is the protagonist and considers the event as their own. This approach is now made even more essential by the cultural change that technologies have introduced.

The book has shown, for example, especially in Chapter 3, how the narration of the event – or rather, the metanarrative – is precisely the product of several personal stories which together create the essential meaning of the event and thus determine its value. In the same way, integrated communication is the process that makes it possible to enhance the relational dynamics at all operational levels and to create a convergence of objectives and actions with the other operational units of the organizational network and between the various communication units, avoiding behavioral contradictions, linguistic and in the circulation of messages. Finally, integrated communication combines the value of organizational communication which manages the communication management processes (Chapter 1), with corporate communication which manages the operational processes from the creation of a distinctive identity to the implementation of the communication plan (Chapters 2 and 5). Integration, synergy, and complementarity are the keywords that describe an approach that guarantees dynamism, flexibility, agility, and adaptation to change, listening, inclusion, convergence of perspectives, and efficiency, in corporate communication.

This is the basic method that, across the board, accompanies the description of every communication process and action and which makes it possible to provide the reader with a method that includes multiple strategic actions: from relationship management (Chapters 1-3) to content production (Chapter 5); from the management of tools and technologies (Chapter 7) to the management of strategies and operational plans (Chapters 2 and 4); from the construction of experiences (Chapter 6) to the evaluation (Chapter 8).