

Cases for Event Management and Event Tourism

Questions and answers for analysis

Chapter 13

Q1: Please list some tips on reducing costs for an event.

Suggested answer:

- ◇ Seek free publicity
- ◇ Hire equipment and supplies from the suppliers at their down times
- ◇ Take advantages of cross-marketing with suppliers, such as entertaining companies or F&B suppliers, to get in-kind gifts
- ◇ Using volunteers instead of paid staff.

Q2: What are some helpful methods to increase the admission ticket sales?

Suggested answer:

- ◇ Bundling - add an extra incentive such as a workshop ticket or souvenirs
- ◇ Differentiation pricing - early-bird price, family price
- ◇ Expand the market bases - search for new markets
- ◇ Find another communication channel such as social media (WeChat is very useful among Chinese)

Q3: How to look for potential sponsors according to the nature of the event?

Suggested answer: Some tactics to look for potential sponsors:

- ◇ Search for firms that have relevant business to the event themes or audience;
- ◇ Check for previous sponsors of similar events;
- ◇ Identify firms that are eager to enter a new market
- ◇ Identify firms that have the tradition to sponsors events

Q4: What are the costs and/or risks of having sponsors in an event?

Suggested answer:

- ◇ Cost of research, preparing proposals, and managing sponsors
- ◇ Organisers' goals are 'displaced' by those of major sponsors
- ◇ Conflicts between event organiser and sponsors over policy, program, or operation can happen
- ◇ Sponsors are commercial-oriented and may change the original objectives of the event.
- ◇ Consumers complain about the sponsors for any reason