

Events as a Strategic Marketing Tool

2nd Edition

Dorothe Gerritsen and Ronald van Olderen



Events As A Strategic Marketing Tool

Philip Berners



Events As A Strategic Marketing Tool:

Events as a Strategic Marketing Tool, 2nd Edition Dorothe Gerritsen, Ronald van Olderen, 2020-03-19 Fully updated and with new case studies throughout this second edition reviews the way organizations use events to connect with their visitors It covers the development of the experience economy the steps from strategy to concept event design and touchpoints It also considers the areas of marketing within which experiences play a role such as branding relationship marketing and city marketing Concluding with a chapter on effect measurement and evaluation and including a wealth of internationally relevant examples the book gives a thorough insight into the way events can help reach strategic marketing goals

Events As a Strategic Marketing Tool Leo Rask, 2016-04-01 Have you ever been tempted by a credit card company giving away free blankets or t shirts at a football game in exchange for a credit card application Have you been approached by a skimpily dressed young woman offering samples of fruity alcohol at a local bar Each of these unique experiences offers a glimpse at what twenty first century event marketing can be Experiences encounters and events have come to play an ever growing role in marketing as their impact is more fully understood As a profession however event marketing is still a relatively new field with most available literature covering practical project management rather than the strategy behind including events in a marketing campaign The events industry now includes events of all sizes from the Olympics down to business breakfast meetings Many industries charitable organizations and interest groups hold events in order to market themselves build business relationships raise money or celebrate achievement Events are considered one of the strategic marketing and communication tools by companies of all sizes From product launches to press conferences companies create promotional events to help them communicate with clients and potential clients A number of elements such as music live entertainment or even the particular venue may be used to influence the tone and atmosphere of an event Event marketing strategies leave a lasting brand focused impression of fun by grabbing the attention of a group of people who are gathered together If executed successfully event marketing will provide each of them with an experience that will resonate in their minds The book Event as a Strategic Marketing Tool describes how events can be used as a strategic tool in marketing practices The book addresses the development of the experience economy events and event marketing Subsequently the book covers the various areas of marketing within which experiences play a role such as branding relationship marketing and city marketing

Integrated Marketing Communications, Strategies, and Tactical Operations in Sports Organizations Dos Santos, Manuel Alonso, 2019-01-25 As with any business economic financial and marketing management for sports organizations is critical for attracting retaining and engaging fans Unlike typical businesses the sports industry is inconsistent highly emotional with a strong personal nature and operates in various markets where organizations compete and cooperate at the same time Thus traditional management techniques are not always appropriate for these organizations Integrated Marketing Communications Strategies and Tactical Operations in Sports Organizations provides expert insight

into the latest trends strategies and tactics that can be used in the sports industry to build foundations for successful commercialization The content within this publication covers city marketing social media interactions and atmospheric influence and is designed for managers marketers business and industry professionals stakeholders academicians researchers and students

Event Marketing And Management Sanjaya S Gaur,2009-11-01 This Remarkable Book Targets The Event Professional As Well As The Novice In Highlighting The Efforts Needed To Conduct An Event Of Any Nature India Centric In Its Focus The Book Also Has A Plethora Of International Examples Aimed At Providing An Indepth Understanding Of Events As A Strategic Communication Tool At The Generic Level , The Advertising Business John Philip Jones,1999-02-10 A significant one volume reference on the business of advertising this work is recommended for undergraduate through professional collections R R Attison CUNY College of Staten Island John Philip Jones belongs to an elite group of intellectual adventurers searching for true meaning in an increasingly complex communication industry Anyone involved in understanding how brands are born and nurtured should follow his work with keen interest Andy Fenning J Walter Thompson New York John Philip Jones best selling author of What s in a Name Advertising and the Concept of Brands and When Ads Work New Proof That Advertising Triggers Sales has edited an authoritative handbook of successful advertising procedures All aspects of the business creativity media planning operations and specialty advertising are fully represented in this comprehensive volume Chapter authors reflect on a global mix of academic and professional backgrounds and include David Ogilvy Don E Schultz John Deighton Randall Rothnberg Herbert Krugman and John Philip Jones himself Most chapters have been specifically written for this volume and are complemented by a few adaptations of classic articles The result is a single knowledge bank of theory and practice for advertising students and professionals This handbook is part of a series of edited by John Philip Jones when complete will comprise a complete library of essential advertising theory and practice How Advertising Works has already been published future volumes will address the key topics of brand building and multinational advertising

Events Tourism Violet V. Cuffy,Fiona Bakas,Willem J. L. Coetzee,2020-10-29 This book presents critical insights and contemporary perspectives for exploring current trends concerns and prospects of events tourism It examines modern day global issues facing the events and tourism industry policymakers researchers and academics to advance understanding of practice and development of theory Organised in four parts this book examines how events tourism is designed planned and delivered The first part engages with the core fundamental concepts of events tourism which establish a basic understanding of the field The second part addresses contemporary issues related to visitor attractions music festivals small and user generated events wanderlust and entrepreneurship The third part focuses on meetings and challenges in the conference industry after disasters the economic impact and other dilemmas of mega events and city and destination concerns The fourth and final part provides a peek into the future of events tourism vis vis reshaping cities music festivals and critical dilemmas of the 21st century With an international appeal because of cross national

contributions this book will interest events and tourism practitioners academics students researchers policymakers and business and investment sector professionals across the globe

Event Design Greg Richards, Lénia Marques, Karen Mein, 2014-10-10 Events are becoming more complex as their range of functions grows as meeting places creative spaces economic catalysts social drivers community builders image makers business forums and network nodes Effective design can produce more successful business models that can help to sustain cultural and sporting activities even in difficult economic times This process requires creative imagination and a design methodology or in other words imagineering This book brings together a wide range of international experts in the fields of events design and imagineering to examine the event design process It explores the entire event experience from conception and production to consumption and co creation By doing so it offers insight into effective strategies for coping with the shift in value creation away from transactional economic value towards social and relational value which benefit a range of stakeholders from the community to policy makers Mega events small community events business events and festivals in eight different countries are examined providing an international view of social issues in event design A wide selection of current research perspectives is employed integrating both theoretical and applied contributions The multidisciplinary nature of the material means that it will appeal to a broad academic audience such as art and design cultural studies tourism events studies sociology and hospitality

An Events Industry Takes Shape Philip Berners, 2024-04-30 This timely book critically evaluates the factors which shape an events industry as it develops with the aim of helping to narrow the disparate behaviours and practices of organisers within the global marketplace of international events Stemming from an innovative qualitative research project which included interviews with senior events organisers at landmark venues in both the UK and Poland this volume provides an insight into both the emerging events industry in Poland and the developed events industry in the UK highlighting cross cultural risk and safety gaps that may impact organisers clients attendees suppliers and workers The book highlights the importance of a unanimous global approach to events organisation the creation of a professional community of practice and ethos of self learning within the events industry and the need for an international professional association for organisers involved with providing international events The book explores the three themes of Event Culture Tourism and Events and Risk Awareness at Events thus focusing on long term factors of events industries International in scope this book will appeal to students on courses such as managing events planning events project management and hospitality and tourism studies as well as events organisers in locations where events is an emerging industry

Major Reward and Recognition Events Lukasz Swiatek, 2023-08-24 Using a range of interdisciplinary ideas Major Reward and Recognition Events Transformations and Critical Perspectives is an expert led informative volume exploring the global growth of major award shows and prize giving ceremonies since the start of the twentieth century and outlining their key multimodal components core functions and transformations over time Given the growth of these events and therefore the increase in complex resources and specialist

workers required to assemble and promote them this book discusses concerns relating to such events including those pertaining to social justice and representation environmental impacts wellbeing commercialisation and materialistic excess Embellished with illustrative tables and images throughout the book covers a plethora of award shows and ceremonies evaluating their collective future in an increasingly politically unstable post Covid 19 world dealing with growing global environmental change This significant book is an invaluable resource for academics and researchers of critical event studies communication and media studies as well as related social science disciplines The book will also be of interest to enthusiasts and organisers of major recognition and reward events

Embracing the Beat of Expression: An Psychological Symphony within **Events As A Strategic Marketing Tool**

In some sort of taken by displays and the ceaseless chatter of fast transmission, the melodic beauty and psychological symphony produced by the prepared word usually fade into the background, eclipsed by the relentless sound and disturbances that permeate our lives. But, set within the pages of **Events As A Strategic Marketing Tool** a wonderful literary value overflowing with raw emotions, lies an immersive symphony waiting to be embraced. Crafted by a wonderful composer of language, this fascinating masterpiece conducts readers on an emotional journey, skillfully unraveling the concealed songs and profound affect resonating within each cautiously crafted phrase. Within the depths of the poignant review, we can investigate the book is central harmonies, analyze its enthralling publishing style, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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