

# Events as a Strategic Marketing Tool

2nd Edition

Dorothe Gerritsen and Ronald van Olderen



# Events As A Strategic Marketing Tool

**Stuart Moss, Ben Walmsley**



## **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      Urban Events, Place Branding and Promotion Waldemar Cudny,2019-10-01 Urban Events Place Branding and Promotion explores the phenomenon of place event marketing examining the ways in which events are used to brand and disseminate information about a place It provides a novel contribution to the literature capturing the growing interest in place promotion and offers in depth insights on the role of events With a focus on urban locations this book defines the scope and concept of place event marketing It demonstrates that different kinds of events for leisure and business can be used to successfully develop promote and brand different types of places Individual chapters written by a variety of leading academics explore how various public and non governmental institutions that deal with promotion and marketing communications of places can implement event marketing activities and how such institutions organize co organize and sponsor different events The effects of event marketing activities on urban place promotion and branding are thoroughly explored through a variety of international empirical case studies This will be of great interest to upper level students and researchers in events marketing and management tourism and the broader field of urban geography The concluding chapter also proposes future research directions      **Events Management** Glenn A. J. Bowdin,Johnny Allen,Rob Harris,Leo Jago,William O'Toole,Ian McDonnell,2023-07-31 A must have introductory text of unrivalled coverage and depth focusing on events planning and management the fourth edition of Events Management provides a complete A to Z of the principles and practices of planning managing and staging events The book offers a systematic guide to organising successful events examining areas such as event design logistics marketing human resource management financial planning risk management impacts evaluation and reporting The fourth edition has been fully updated and revised to include content covering technology including virtual and hybrid events concepts such as social capital soft power and events social inclusion equality accessibility and diversity and the latest industry reports research and legal frameworks The book is logically structured and features new case studies showing real life applications and highlighting issues with planning events of all types and scales in a range of geographical locations This book has been dubbed the events management bible and fosters an interactive learning experience amongst scholars of events management tourism and hospitality      **Advanced Theory and Practice in Sport Marketing** Eric C. Schwarz,Kyle J. Brannigan,Kevin P. Cattani,Jason D. Hunter,2022-08-11 Now in a fully revised and updated fourth edition Advanced Theory and Practice in Sport

Marketing is still the only textbook to introduce key theory and best practice in sport marketing at an advanced level The book goes beyond the introductory sport marketing course by exploring advanced marketing theories related to topics such as ethics and social responsibility international marketing marketing research and information systems data analytics consumer behavior product and logistics management branding and brand management sales management promotions social media and networking destination marketing and evaluating performance New to this edition are sections on pricing structures and strategies experiential marketing new digital marketing communications and technology emotional intelligence in sport marketing and social entrepreneurship This is also one of the first books to consider the challenges of sports marketing in a post COVID world Every chapter contains extended case studies and theory to practice insights from marketing professionals around the world This is an essential textbook for courses on sport marketing and invaluable recommended reading for any general course on sport business sport management sport development or marketing Ancillary resources include a test bank PowerPoint slides and a master course syllabus Managing Events Liz Quick,2025-03-15

This introduction to managing events written by an events professional and lecturer combines a much needed real world industry perspective with essential academic concepts for success in both your studies and career Each chapter guides you through the important stages of the event process discusses events of all types and sizes and introduces key trends and issues in the industry This new edition includes all new real life examples which look at challenges and success stories and explore how the events industry is evolving following the Covid 19 pandemic and as new technologies emerge Learning features include insights into career paths from practitioners with anecdotes on how they overcome real event challenges Event Ethics and Did You Know boxes case studies and questions discussion points and activities at the end of each chapter Managing Events is the essential companion for anyone studying events and events management at college or university or for those already working in the industry who are looking to develop their event skills Liz Quick is a senior lecturer on the BA Event Management course at the University of West London **Management of Sports and Physical Education** Maddox

Howe,2018-02-09 Sport management is the field of business dealing with sports and recreation Some examples of sport managers include the front office system in professional sports college sports managers recreational sport managers sports marketing event management facility management sports economics sport finance and sports information Today the facilities for sports and fitness programs resemble less and less the old gymnasiums and stadiums of the past As competition increases among fitness centres and athletics and recreation programs the quality of facilities must improve Multiuse facilities designed to accommodate a variety and non profit organizations The present book entitled Management of Sports and Physical Education is a marvellous effort by the author in the field of physical education and sports science administration and management it is especially intended for the students of various physical educational programs Hopefully the book will be useful for the students and teachers of physical education and sports administrators etc **Events Marketing**

**Management** Ivna Reic, 2016-09-19 This textbook provides students with an essential introduction to the theoretical underpinnings and practicalities of managing the marketing of events. In order to market events effectively it is vital to consider marketing of events from the organiser's perspective and to link it to that of the consumers attending events. As such this is the first book on the topic which reflects the unique characteristics of marketing in the Events industry by exploring both sides of the marketing coin: the supply and the demand in the specific context of events. The book takes the reader from core marketing mix principles to exploring the event marketing landscape to consumer experience and involvement with event marketing and finally strategies and tactics employed to manage the marketing activities related to events. The use of technology, importance of sponsorship and PR are also considered. International case studies are integrated throughout to show practical realities of marketing and managing events and a range of useful learning aids are incorporated to aid navigation throughout the book. It spur critical thinking and further students knowledge. This accessible and comprehensive account of Events Marketing and Management is essential reading for all students and future managers.

**Food and Wine Tourism, 2nd Edition** Erica Croce, Giovanni Perri, 2017-04-13 This established textbook explores how regions and food industry travel and hospitality companies present themselves to tourists experiencing the culture history and ambience of a location through the food and wine it produces. It provides practical suggestions and guidelines for establishing a food related tourism destination and business discussing the environment understanding the food tourist supply issues tours and tasting sessions themed itineraries planning and developing the tourist product marketing and best practice strategies. It also includes numerous case studies from around the world and plentiful pedagogical features to aid student learning. If food and wine tourism is well planned, managed and controlled it can become a real economic resource. Suitable for students in tourism and leisure subjects, the practical application provided in this book also makes it an ideal resource for those operating in the food and wine sector.

**Sports Management** Dr. Goraksha Vitthalrao Pargaonkar, 2020-06-18 Sport management is the field of business dealing with sports and recreation. Some examples of sport managers include the front office system in professional sports, college sports managers, recreational sport managers, sports marketing, event management, facility management, sports economics, sport finance and sports information. Bachelor's and master's degrees in sport management are offered by many colleges and universities.

**Entertainment Management** Stuart Moss, Ben Walmsley, 2014-06-16 Following on from *The Entertainment Industry: An Introduction*, Entertainment Management takes the next step in the development of entertainment as a practice and as an academic subject. Aimed at higher level undergraduates, the book discusses best practices in the entertainment industry, profiling a different discipline per chapter, each one a branch of entertainment that offers employment opportunities within the sector. Fields include marketing, P R, the media, live events, artist management, arts and culture consultancy and visitor attractions. The book aims to reflect the knowledge students will need for real world of entertainment management such as technical standards, business



management people management economic aspects and legal issues Each chapter discusses the background of the discipline best practice management principles issues in the wider environment case studies of real organisations and future trends

**Introduction to Tourism Transport** Sven Gross, Louisa Klemmer, 2014-08-26 Transport is an inherent part of tourism whether as a functional means of transportation such as between origin and destination or within the destination or as a key element of the holiday experience itself as in cruising or traveling along scenic or historic routes This book provides the necessary background information to gain a comprehensive understanding of transportation markets with each of the three modes of transportation air ground and marine explored in detail Each section includes definitions the historical development of the market and international institutional frameworks with case studies learning objectives and study questions incorporated to facilitate an active learning process

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