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The use of event marketing management strategies

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Abstract

Events have evolved and developed with the development of the mankind. Thus events may be part of the economic - social - cultural, business environment, part of the tertiary sector. Events can be described as non-standard services in which the knowledge, behaviour and commitment to such service providers are crucial. Satisfaction of the participants at an event consists of a complex interaction of customers, event venue, and design, the management system flow, volunteers, staff, making the quality assessment a complex task, as the role and place in the management system of the organizations. Organizations should take into account the types of customers that they address with new events, so they have to develop new events or to diversify the actual ones. In order to provide viable instruments two quantitative researches were deployed, the first quantitative research was deployed among organizations that communicate with stakeholders through events, the second among participants regardless of the type of event. The results obtained allowed on one hand to make the proposal of instruments in event marketing management applied in specific events.

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1. Introduction

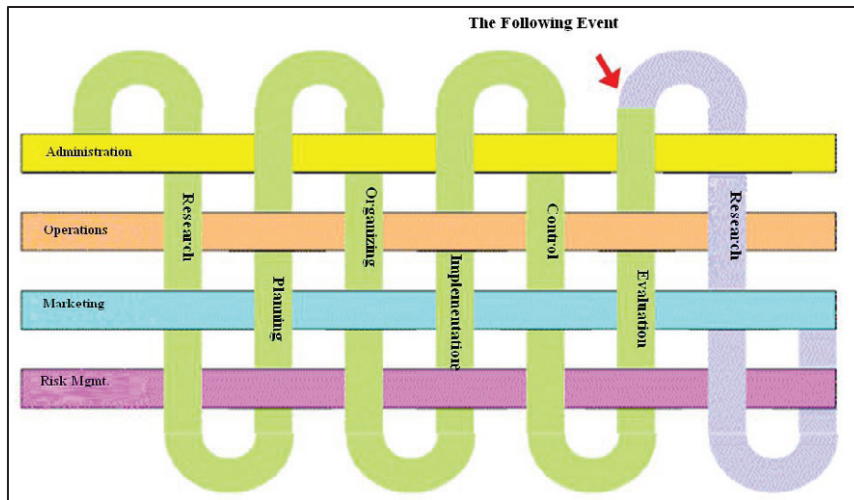
Event management is the design and coordination of an event. Management of events application can be done with the help of lending a management framework for identifying and disseminating the five stages of evolution of an event, and that is (Yeoman & Robertson & Ali-Knight & Drummond & McMahan-Beattie, 2004):

- I. Decision - initiates the process and determines whether the event will be done or not eventually;
- II. The result is the decision to make the event, to postpone or cancel it;
- III. Detailed planning;
- IV. The implementation which is realized through monitoring progress, establishing procedures for the unexpected and expected, during and post event;
- V. Evaluation is more than necessary in order to learn from experience how the event could be done better.

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2. Event management process

Other specialists (Rutherford, 2008) consider that the event marketing management process is a cross complex of flows of management processes with management and marketing functions. As shown, the functional units - grouped by subject area, form the fabric to manufacture an event. Processes are intertwined with the management functions for each event, with the thread of the assessment ending any event, which will continue to lead research for another event, shown in Figure 1.



[Source: Rutherford, J. S. *Risk Management for Meetings and Events*, Publishing House, Oxford, UK, 2008]

Figure 1. Event Management Process

This process starts with research, continues with the event planning, the organization and implementation, unfolding control operations so that at the end of the event to carry out the evaluation, and that the cycle to be repeated by making a new research. All the departments from the administration, operations, marketing and risk management and not only, are involved in a greater or less matter of carrying out the tasks. As all of them have met different problems in setting up an event, and can come with various solutions or proposals. Constantly bringing together the various creative disciplines in new areas of experience transforms any event into a unique experience. Depending on the combined creative disciplines, and not only like management and marketing, each event represents an independent work. When combining different sensory impressions, receptors are taken in other worlds, identifying factors and factors of the event experience can hardly be overcome. Their enormous power of attraction combined with deep emotions, determine harmonious events to become important aspects of marketing communication. They create customer loyalty and enhance the sense of group, or "we", members of a team (Daab, 2007). The increase of involvement of commercial customers and the increase of number of events, illustrate their significant importance in advertising (Filip, 2011). Quite recently, started a concern for the study and definition as an independent discipline of Event Marketing. Organizing an event incorporates many disciplines (as an interdisciplinary field), but we can say that for a good development and implementation of an event, that achieves its objectives, we must combine at least two subjects (without which the event wouldn't not exist), and they are marketing and management.

3. Event marketing

It has been tried a general approach of this vast area represented by Event Marketing, which addresses both to customers and business partners of the organization and also to its employees, in a word, to stakeholders. Following the two conducted researches, it was followed on one hand, establishing the most types of used events,

that address to stakeholders and the extent to which it outsources or moves to other companies for their effective implementation of these events, and on the other hand, the employees opinion about the effectiveness of events, and also proposals, to really become perfect Marketing Events, in terms of participants (Olteanu, 2005).

Therefore, can be drawn conclusions about how events can be used and how should these take place, depending on the audience that they are addressing, and in order to fully benefit from the advantages of using event marketing in the organization, there should be considered the following aspects depending on the stakeholders to whom they address the event to (Bowdin & Allen & O'Toole & Harris & McDonell, 2006).

For the events that target customers and other business partners (Davidson & Rogers, 2007):

- events must be as interactive and engaging as possible, depending very much on the characteristics and type of event.

- at the end of the event to give participants promotional gifts, so they could be proud that they took part in the event, providing discounts and incentives for those who wish to purchase products / services, to provide samples within the event, to award, achievement within the event of the prizes with contests or raffles with consistent prizes.

- the program to be more flexible, to tailor to the needs and restrictions of the target audience, the event to take place during the week, in the evenings or in weekends (Kilkenny, 2006).

- promote the event to be as intense as possible, and to use communication channels to reach the target audience with the event message. Using direct marketing and communicating the program and way of progress. To communicate the attractiveness of events by exposing the benefits that the participants will have.

- to be sponsored the events with a social, noble, cause, these to be convincing and real, to exist a greater transparency of what represents the circuit of financial or material aid, provided by participants, namely that it will reach people in really need for that support (Moore, 2008). To put more emphasis on preserving the natural environment.

- In terms of organizing events that address to customers and other business partners, the organization implies (Moise, 2009): Accessible locations, with enough parking spaces, large spaces; Greater attention to detail, in providing maps of presentation to all participants; Innovative and exciting ideas, approaching broader and more complex themes, with a high degree of novelty; Compliance with the program and the exact start and end. Strict timing of presentation sessions, without any exception; The menu to take account also of the needs of all participants – the vegetarians and the persons who hold ,post'; The best possible sound system, enjoyable music, more prepared speakers; The use of translators, because not every participant may know the international language spoken; The events to be the most concise possible and to be transmitted only the most important, late minute information concerning the specified domain; The guests to be successful people at least in the certain domain, either from abroad or national ones, and the contact information of the speakers for a subsequent collaboration or for an explanation of some problems; The events to be unique, in order to catch the attention of the participants, but also to have a direct approach and the message to be a simple one; A proper environment to be created for the networking development, by organizing some sessions between the participants in order to exchange experience.

For events addressed to the employees (Middelton & Fyall. & Morgan, 2009):

- the employees to be implied and not considered only viewers, an emphasis to be put on relationships, a good communication to be held between the top management and the employees.

- financial incentives to be offered to the employees, events to be free of charge for the employees, promotional gifts to be offered, raffle prizes to be organized, participation diplomas.

- the event addressed to the employees to be held during the working time, or the working schedule before and after the event to be reduced, or that certain day to be off.

- the personnel to be announced in advance about: the location, the length and the program. The invitations to be personalized, if they are sent via Intranet.

- reducing bureaucracy should be tried out within the organization and the utilization of unpolluting and harmless objects for the natural environment.

- In what concerns the organization of events that address to employees, they should take into account the following issues (Stănciulescu, 2010):

- Choosing the location in turistic areas when possible, depending on the budget and of the event type, to be chosen also depending on the employees' preferences, known by completing some questionnaires.
- The creation of stronger relationships with the participants and the information to be presented differently depending on the participants.
- The creation of a less formal atmosphere, where employees do not have constraints regarding their leaders.
- Different and exciting activities, new, attractive ideas and locations.
- Implication of a great number of persons within te organization for the well ongoing of the event that is addressed to them.
- The menu to take account also of the needs of all participants – the vegetarians and the persons who hold ,post'.
- Finding an equilibrium point between the quantity and quality of information and also for the time allocated for its transmission.
- The assurance that there are enough physical course supports for all the employeed attending the event.
- The compliance of the established schedule and this to be clearly set up and communicated.
- The activities that take place at some events, like teambuildings and trainings, addressed to the employees, should be applicable, attractive and less theoretical.
- A proper environment to be created for networking development and socialization between employees.
- Debriefings to be organized both for trainings and for teambuildings.
- The events addressed to the employees to be held more often and discussions to be held with employees before, which one they appreciate more, and these to be more concise and sticked to the point; it is for granted that free time is considered precious for everyone, especially personal time and each one wishes to spend it in his way and in an enjoyable manner.

4. Conclusions

There is no doubt that the success of an event depends of the efficiency of the event marketing management. It is therefore essential for marketing managers to give enough time and energy for future planning and the realization of the marketing management is the manifestation of the event. Marketing management strategy of the planning process is in essence proactive in the sense that it defines and forms the future of the organization and responds to changes in technology, environmental conditions and meets the needs of customers, and also the stakeholders.

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