

Events as a Strategic Marketing Tool

2nd Edition

Dorothe Gerritsen and Ronald van Olderen



Events As A Strategic Marketing Tool

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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

Trade Show and Event Marketing Ruth P. Stevens, Ruth Stevens, 2005 Covers all aspects of trade show marketing setting objectives planning promoting executing measuring performance generating leads working with the media following up and much more Real world case studies put the book s tips and techniques into action and forms and illustrations are included where appropriate Case Studies in Festival and Event Marketing and Cultural Tourism Jane Ali-Knight, Donna Chambers, 2006 A collection of papers that emanated from the 2005 Leisure Studies Association Conference hosted by the Centre for Festival and Event Management at Napier University Edinburgh This seminar highlighted the growing interest in

and lack of awareness of the measurement of impacting factors with regards to the expanding festival and event industry

The Sports Event Management and Marketing Playbook Frank Supovitz, Robert Goldwater, 2024-10-15 Authoritative and accessible textbook on how to successfully plan and execute live sports events with helpful learning aids included throughout This Third Edition of The Sports Event Management and Marketing Playbook is a timely and practical guide on how to successfully plan and deliver live sports events combining time proven processes and techniques with the many best practices tools and trends that have emerged in every facet of this expanding highly visible and ever innovating industry since the Second Edition was published in 2014 The book is structured as a step by step guide on how to begin the development creation and planning for a sports event and continues through management marketing production and ultimately the post event evaluation processes Real life illustrative case studies called Sideline Stories to elucidate key concepts are included throughout the text Each chapter concludes with a convenient summary called Post play Analysis to aid in information retention along with relevant skill building questions exercises called Coach s Clipboard instructors can use as student assignments Written by two respected and experienced industry practitioners in the sports event business The Sports Event Management and Marketing Playbook includes information on Revenue streams ranging from ticket sales sponsorship advertising and merchandise to participation fees grants and donations The event sponsor relationship covering what event organizers really want from sponsors and vice versa Guest management from selling tickets to hotel management and what to do if tickets are not selling Unexpected events including safety and security concerns and how to react to emergencies and crises efficiently and effectively Media partnerships covering how to campaign for attention and talk to the media With accessible and comprehensive coverage of the subject The Sports Event Management and Marketing Playbook serves as an excellent learning aid for students in advanced undergraduate and Masters courses in Sports Event Management Sports Marketing Hospitality Management and Sports Industry Management Part of The Wiley Event Management Series Event Marketing C. A. Preston, 2012-10-16 event marketing CATERING EVENTS THE WILEY EVENT MANAGEMENT SERIES practical guidance for launching highly visible event marketing campaigns The new and fully up to date Second Edition of Event Marketing offers a complete set of tools strategies and best practices for designing every phase of a successful integrated marketing campaign for any event from small conferences and expositions to giant fairs and festivals Designing a campaign that attracts attention motivates people to attend and achieves the goals of the event organizers requires creativity effort and the kind of informed guidance you ll find here Event Marketing covers every form of promotion advertising and public relations in both traditional and online media This edition has been thoroughly revised and expanded to include the very latest on social media and online marketing consumer behavior patterns and corporate sponsorships Modern case studies and exhaustive resources make it ideal as both a textbook for students and as an everyday resource for working practitioners Features include In depth coverage of promotions advertising PR and both traditional and

online marketing strategies as well as budget financing Detailed case studies and analyses of marketing plans for specific events such as conferences corporate meetings large festivals and more The very latest in current trends and innovations including digital marketing strategies and social media Comprehensive appendices offering online resources and links to event marketing associations and societies media tracking services electronic marketing services and more 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 **Event Marketing: How To Successfully Promote Events, Festivals, Conventions, And Expositions** Leonard H. Hoyle,2009-12-09 **Strategic Marketing for Nonprofit Organizations** Philip Kotler,O. C. Ferrell,Charles W. Lamb,1987 Abstract This text applies the basic principles and practices of marketing to a nonprofit environment and introduces the reader to basic concepts and tools for developing and implementing and managing a marketing effort Part One focuses on developing a philosophy for marketing and is keyed primarily on the notion of developing a customer orientation Part Two deals primarily with strategic planning and organization and covers the topical areas of the strategic marketing planning process marketing research market measurement and forecasting marketing planning organization leveraging limited resources and fund raising Part Three discusses a wide array of conceptual tools for determining an acceptable marketing mix In Part Three the authors explain the notion of a marketing mix describes differences in marketing programs for products services and desirable social behaviors discusses management of the marketing effort as well as basic concepts in the communication process and their relationship to marketing Part Four deals exclusively with the notion of evaluation and control in the marketing process **A Strategic Marketing Analysis of the Environmental Fund for Michigan** Alfred R. Glancy,Theodore D. Ongaro,1998 AMA Winter Educators' Conference ,1994 **Festival and Special Event Management** Johnny Allen,William O'Toole,Robert Harris,Ian McDonnell,2008-01-02 Festivals and special events have grown into a massive industry worldwide generating billions of dollars for regional centers states and countries Festival and Special Event Management provides a comprehensive overview of the theory and procedures essential to managing festivals and special events Australian authors **Strategic Marketing for Educational Institutions** Philip Kotler,Karen F. A. Fox,1995 Here is the handbook for academics and practitioners who want to understand what marketing is how it can contribute to their institutions greater effectiveness and how to do it This revised edition like its predecessor provides a solid background in marketing in the context of educational institutions and their essential activities **Festival Management & Event Tourism** ,1993 Strategic Marketing for Nonprofit Organizations Alan R. Andreasen,Philip Kotler,2003 For upper level MBA and executive courses in Marketing for Nonprofit Organizations Public Administration in Nonprofit Organizations and Public Health for Nonprofit Organizations Reflecting the most recent

relevant information in the field this best selling text forms a conceptual and practical foundation for marketing in nonprofit organizations Its coverage encompasses the entire marketing process providing valuable insights on strategic evaluations positioning market targeting and more *Event Solutions* ,2005 **Sports Market Place** ,2008 The premier reference book for everything and everybody related to the sports industry Contemporary Marketing History Jeffrey B. Schmidt,1994 **Strategic Marketing Management** Carol H. Anderson,Julian W. Vincze,2000 This text offers comprehensive coverage of current marketing management concepts and issues such as globalization information age economy ethics and the environment Each chapter opens with a scenario that introduces students to the topic a margin glossary throughout defines special terms and end of chapter discussion questions and exercises test students understanding of the material The supplementary casebook which may be used with any marketing text provides timely relevant studies of organizations in a wide range of industries **The Event Marketing Handbook** Allison Saget,2006 See

Events As A Strategic Marketing Tool Book Review: Unveiling the Power of Words

In a world driven by information and connectivity, the ability of words has are more evident than ever. They have the ability to inspire, provoke, and ignite change. Such may be the essence of the book **Events As A Strategic Marketing Tool**, a literary masterpiece that delves deep into the significance of words and their affect our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall effect on readers.

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web lighthouses the fresnel lens is the 1822 invention of french physicist augustine fresnel who invented a lens that would make his name commonplace along the seacoasts of europe and north america because of its amazing efficiency a fresnel lens could easily throw its light 20 or more miles to the horizon

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web curriculum standards ccss ela literacy ri 2 1 ask and answer such questions as who what where when why and how to demonstrate understanding of key details in a text ccss ela literacy ri 2

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web oct 21 2021 docx 14 32 kb comprehensive planning based around the lighthouse keeper s lunch the children make predictions about the story whilst reading answer differentiated comprehension questions to demonstrate their understanding of the text learn the story using t4w and then produce a story board of the main events