

STRATEGIES FOR EVENT MARKETING MANAGEMENT

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ABSTRACT

Events have developed and evolved with the improvement of the mankind. Thus, activities can be a part of the economic - social - cultural, enterprise environment, a part of the tertiary sector. Events may be defined as non-widespread offerings wherein the knowledge, behavior and dedication to such carrier companies are crucial. Satisfaction of the individuals at an occasion consists of a complicated interplay of clients, occasion venue, and design, the control device flow, volunteers, staff, making the first-rate evaluation a complicated task, because the function and location withinside the control device of the businesses. Organizations should recollect the sorts of clients that they deal with new activities, in order that they should expand new activities or to diversify the real ones. In order to offer feasible gadgets quantitative researches had been deployed, the primary quantitative studies were deployed amongst businesses that speak with stakeholders via activities, the second one amongst individuals regardless of the kind of occasion. The outcomes received allowed on one hand to make the thought of gadgets in occasion advertising control carried out in precise activities.

Key words: Event Management, Marketing Management, Strategies, Event Marketing.

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1. INTRODUCTION

Event control is the layout and coordination of an occasion. Management of occasions software may be accomplished with the assist of lending a control framework for figuring out and disseminating the 5 levels of evolution of the occasion and that is "(Yeoman & Robertson &

Ali-Knight & Drummond & McMahon-Beattie, 2004)". This has been followed in many corporates to withstand the competition (Gopinath,2016)

- Decision - initiates the method and determines whether or not the occasion can be accomplished or now no longer eventually;
- The end result is the choice to make the occasion, to delay or cancel it;
- Detailed planning;
- The implementation that is found out via tracking progress, setting up strategies for the surprising and expected, in the course of and put-up occasion;
- Evaluation is greater than vital so that it will analyze from enjoying how the occasion may be accomplished better.

2. EVENT MANAGEMENT PROCESS

Other specialists (Rutherford, 2008) recall that the occasion advertising control manner is a pass complicated of flows of control methods with control and advertising capabilities. As proven, the purposeful units - grouped via way of means of difficulty area, shape the material to fabricate an occasion. Processes are intertwined with the control capabilities for every occasion, with the thread of the evaluation finishing any occasion, as a way to preserve to lead studies for any other occasion, proven in Figure 1.

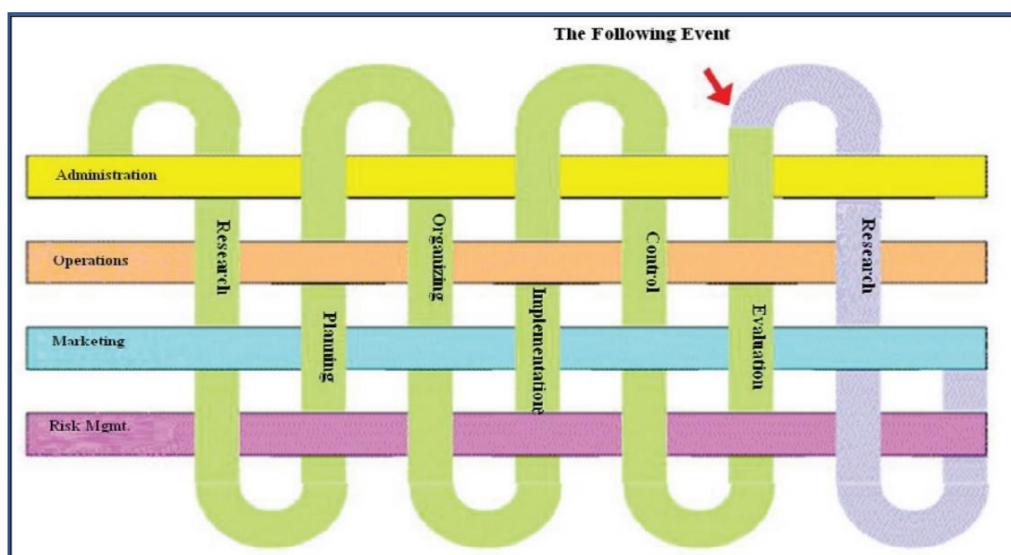


Figure 1 Event Management Process

This manner begins off evolved with research, maintains with the occasion planning, the business enterprise and implementation, unfolding manage operations in order that on the give up of the occasion to perform the evaluation, and that the cycle to be repeated with the aid of using making a brand new research. All the departments from the administration, operations, advertising and risk control and now no longer best, are concerned in a extra or much less count of sporting out the tasks (Gopinath, 2014a). As they all have met extraordinary troubles in putting in place an occasion, and may include diverse answers or proposals. Constantly bringing collectively the diverse innovative disciplines in new regions of revel in transforms any occasion into a completely unique revel in. Depending at the mixed innovative disciplines, and now no longer best like control and advertising, every occasion represents an impartial work (Gopinath & Shibu, 2014).

When combining extraordinary sensory impressions, receptors are taken in different worlds, figuring out elements and elements of the occasion revel in can infrequently be overcome. Their

massive energy of attraction mixed with deep emotions, decide harmonious activities to end up vital elements of advertising communication (Gopinath,2020a). They create patron loyalty and decorate the experience of group, or "we", individuals of a team (Daab, 2007). The growth of involvement of business clients and the growth of wide variety of activities, illustrate their sizable significance in advertising (Filip, 2011). Quite recently, commenced a difficulty for the observe and definition as an impartial area of Event Marketing. Organizing an occasion carries many disciplines (as an interdisciplinary field), however we are able to say that for a great improvement and implementation of an occasion, that achieves its objectives, we have to integrate as a minimum subject (with out which the occasion wouldn't now no longer exist), and that they are advertising and control.

3. EVENT MARKETING

It has been attempted a widespread technique of this giant region represented with the aid of using Event Marketing, which addresses both to clients and commercial enterprise companions of the agency and additionally to its personnel, in a word, to stakeholders (Gopinath, 2020b).

Event Marketing is a marketing concept that has often been used in various industries in recent years. Event marketing essentially deals with the six senses: smell, sight, taste, hearing, touch, and balance. It has grown in importance because traditional marketing has largely ignored the notion of nude experiences. Event marketing is not a fad. Practice, but is not taken into account in the various philosophies (concepts) of marketing. Michelli, (2007) described the five principles for making ordinary products extraordinary.

3.1 Importance of Event Marketing

According to Jack Morton World wide's survey, 75% of the vendor within the US, the UK, Europe, China, and Australia affirm they're going to increase outlay on experiential selling (Gopinath, 2014b). As per the knowledge by SEM Business Service Ltd in the Indian market, event marketing is holding 15%of total advertising that is predicted to grow by another 10% in coming back years. The survey was unconcealed that the bulk of marketers believed "event marketing builds client relationships for the long term". we can use event marketing to"

- To make relationships
- To boost awareness
- To extend loyalty
- To determine the connection
- To encourage interaction and merchandise trial
- To make recollections
- To stimulate positive word of mouth
- To vary the mind of disgruntled customers
- To make product need
- To verify the target market
- To extend come on selling investment
- Stimulate purchase
- Guide preferences
- Develop positive perception
- Swank its attributes

3.2 Strategic Issues in Implementing Event Marketing

Experiential promoting ought to develop in an exceedingly completely different manner and provides positive expertise on the mind of the client (Gopinath & Chitra, 2020a). Experiential marketing is aware of the complete demand and perceives customer would like however issues comes once it's not dead properly. If experiential marketing isn't enforced with coming up with it will produce several problems connected to:

- Time issue
- Specializing in SEM
- Target right customer cluster
- High price involvement issues
- New product issue
- Company stigmatization
- Structure issue
- Complete extension issues

Most firms at first generate impoverished Experiential promoting strategies they use an associate degree approach that's typically subtle and simplified. Some firms are specializing in either one variety of expertise solely or mistreatment multiple however unconnected (Gopinath,2020c). someday Experiential promoting needs high price involvement. The price concerned is simply too high for a company to recover in a brief time. No mounted amount is determined that experiential marketing will be carried out. It requires to be followed for a protracted period. If not continued, it's going to not have the specified impact and results can vary on the negative aspect from expected results. A firm with high resource backing could also be in a position to sustain higher competition.

Following the 2 performed researches, it changed into observed on one hand, setting up the maximum styles of used occasions, that deal with to stakeholders and the quantity to which it outsources or movements to different agencies for his or her effective implementation of those occasions, and on the opposite hand, the personnel opinion approximately the effectiveness of occasions, and additionally proposals, to virtually end up ideal Marketing Events, in phrases of participants (Olteanu, 2005). Therefore, may be drawn conclusions approximately how occasions may be used and the way ought to those take place, relying at the target market that they may be addressing, and if you want to completely enjoy the blessings of the use of occasion advertising and marketing withinside the agency, there ought to be taken into consideration the subsequent factors relying at the stakeholders to whom they deal with the occasion to . For the occasions that focus on clients and different commercial enterprise companions (Davidson & Rogers, 2007):

- Events should be as interactive and tasty as possible, relying very plenty at the characteristics and kind of occasion.
- On the cease of the occasion to provide contributors promotional gifts, so that they might be proud that they took component withinside the occasion, offering reductions and incentives for folks who desire to buy products / services, to provide samples in the occasion, to award, success in the occasion of the prizes with contests or raffles with constant prizes.
- This system to be extra flexible, to tailor to the desires and regulations of the target market, the occasion to take vicinity for the duration of the week, withinside the evenings or in weekends (Kilkenny, 2006).

- To be backed the activities with a social, noble, cause, those to be convincing and real, to exist transparency of what represents the circuit of monetary or fabric aid, supplied through contributors, particularly that vit's going to attain human beings in actually need for that support (Moore, 2008). To placed extra emphasis on maintaining the natural environment.
- In phrases of organizing activities that deal with to clients and different commercial enterprise partners, the company implies (Moise, 2009): Accessible locations, with sufficient parking spaces, massive spaces; Greater interest to detail, in imparting maps of presentation to all members; Innovative and interesting ideas, approaching broader and extra complicated themes, with a excessive diploma of novelty; Compliance with this system and the precise start and end. Strict timing of presentation periods, with none exception; The menu to take account additionally of the desires of all members the vegetarians The high-quality feasible sound system, fun music, extra organized audio system; The use of translators, due to the fact now no longer each player might also additionally recognize the worldwide language spoken; The activities to be the maximum concise feasible and to be transmitted handiest the maximum important, past due minute facts regarding the desired domain; The visitors to achieve success human beings as a minimum withinside the positive domain, both from overseas or countrywide ones, and the touch facts of the audio system for a next collaboration or for a proof of a few problems; The activities to be unique, for you to seize the eye of the members, however additionally to have an immediate technique and the message to be a easy one; A right surroundings to be created for the networking development, with the aid of using organizing a few a few periods among the members for you to exchange experience (Gopinath & Chitra, 2020b).

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

- The personnel to be implied and now no longer taken into consideration best viewers, an emphasis to be placed on relationships, a great conversation to be held among the pinnacle control and the personnel.
- Economic incentives to be supplied to the employees, occasions to be freed from price for the employees, promotional presents to be supplied, raffle prizes to be organized, participation diplomas.
- The occasion addressed to the personnel to be held all through the operating time, or the operating schedule earlier than and after the occasion to be reduced, or that positive day to be off.
- The employees to be introduced earlier about: the location, the length and the program. The invites to be personalized, if they're dispatched thru Intranet
- decreasing forms need to be attempted out in the employer and the usage of unpolluting and innocent gadgets for the herbal environment (Gopinath & Kalpana, 2020).
- In what issues the corporation of activities that deal with to employees, they have to take into account the subsequent issues:
 - Choosing the area in touristic regions whilst possible, relying at the finances and of the occasion kind to be selected additionally relying at the personnel possibilities acknowledged with the aid of using finishing a few questionnaire
 - The introduction of more potential relationships with the contributors and the facts to be presented in another way relying at the contributors. The introduction of a much less formal atmosphere, wherein personnel do now no longer have constraints concerning their leaders.

- Different and interesting activities, new, appealing thoughts and locations.
- Finding an equilibrium factor among the amount and first-rate of facts and additionally for the time allotted for its transmission.
- The warranty that there are sufficient bodily route helps for all of the employed attending the event
- The compliance of the set up time table and this to be truly installation and communicated.
- The sports that take location at a few events, like team buildings and trainings, addressed to the employees, ought to be applicable, appealing and much less theoretical
- Right surroundings to be created for networking improvement and socialization between employees.
- Debriefings to be prepared each for trainings and for team buildings.
- The activities addressed to the personnel to be held greater regularly and discussions to be held with personnel before, which one they respect greater, and those to be greater concise and stucked to the point; it's far as a right that unfastened time is taken into consideration valuable for everyone, particularly personal time and everyone needs to spend it in his manner and in an exciting manner.

3.3 Suggestions and Recommendations

providing positive expertise of product or service to the client and reciprocally gain loyalty and sensible can from them. The strategy of experiential marketing should be numerous and multifaceted. Before integration, with alternative ways loop points should be checked. Experiential marketing dissent from product to product that the strategy should be conceptualized and enforced with definite going to succeed goals of the company and gain competitive advantage.

To urge a more robust grasp of experiential marketing it should develop in an exceedingly different way and provides positive expertise within the mind of the client. The aim of the approach ought to diminish the disconnection between what a corporation says concerning its providing and what customer encounters. The purposeful and powerful strategy will build an honest impact on the shopping pattern of customers. The strategy should have the ability to try and do things in an exceedingly competitive method. This new selling combine is attempting to bring brands to life through experience. Experiential marketing is to stimulate on an active manner, to interact with the client in a personal life experience, to permit them to be receptive with the complete in an exceedingly personalized environment.

4. CONCLUSIONS

There isn't anyt any doubt that the achievement of an occasion relies upon of the performance of the occasion advertising control. It is consequently critical for advertising managers to present sufficient time and strength for destiny making plans and the belief of the advertising control is the manifestation of the occasion.

Traditional selling is already blessed with a valuable set of strategies, totally different methodology, and implementation tools. currently, we've entered a new era of data Technology therefore the approach is shifting from ancient to Experiential selling. expertise offers sensory, emotional psychological feature behavioral, and rational worth that replaces the purposeful value. Experiential selling is a powerful instrument it feel about the client as the rational and emotional creature who is involved with achieving pleasant experiences, therefore, the company ought to consider new thought and approaches inside the organization, firms want to

acknowledge the modification in Marketing and its implementation to maximize the returns to make and add the worth of life.

Marketing control strategy of the making plans manner is in essence proactive withinside the feel that it defines and paperwork the destiny of the organization and responds to modifications in technology, environmental situations and meets the desires of customers, and additionally the stakeholders.

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