IMM

Event Marketing

Strategic Event Marketing

Session's Aim

- To examine the importance of **Strategic Marketing** for event planning.

- To explore the steps in the marketing **Planning Process**

What is Marketing?

Q&A + Group Discussion:

- What do you remember from your Marketing Essentials module at Level 4?
- What is marketing? Why is it important?
- What forms of marketing can you think of?

What is Marketing and WHY is it important?

The need / importance for marketing:

- Marketing principles and techniques provide a framework for decision making
- Sponsoring bodies (where applicable) need reassurance that their sponsorship is linking their brand with their target markets
- All levels of government require a demonstration of marketing expertise before committing funding
- Industry must compete against other leisure activities

Marketing/Events Marketing Definitions + Context

- *Marketing* is concerned with satisfying consumer needs and wants by exchanging goods, services or ideas for something of value

- *Event Marketing* is the process by which event managers and marketers gain an understanding of their potential consumers' characteristics and needs in order to produce, price, promote and distribute an event experience that meets those needs, and the objectives of the event

Event Marketing

Events are classed as

'Service Experiences'

Consider the Challenges of marketing / delivering a Service Experience

DISCUSS

Challenges of 'Events' Marketing / Delivery

Event Characteristics:

- The delivery and consumption of an event are ***Inseparable***
- Because of the immediacy of service consumption, event experiences can have *variations in quality* each time it is held - ***Heterogeneous***
- Events are ***Intangible***
- Events have ***credence qualities*** – characteristics that consumers aren't able to understand or evaluate
- The event experience is ***Perishable***

Challenges of Marketing / Delivering Events

Taking into consideration the challenges of marketing event…What would be the best way therefore to

market and promote?

Discuss

(Consider the Marketing Mix to help you..)

Steps in the Marketing Planning Process

To Market / Promote Events…. It is important to consider the 'Services Marketing Mix' (Extension of the Product Marketing Mix 4Ps.

- ***Place***
- ***Physical-Setting***
- ***Processes***
- ***People***
- ***Partnerships***
- ***Price***
- ***Integrated Marketing Communication***

Give examples for each of these

7Ps

- ***Place*** (where the event is held, and tickets are distributed);
- ***Physical-Setting*** (venue layout to satisfy visitor needs)
- ***Processes*** (on-site queuing etc.)
- ***People*** (cast, audience, hosts and guests)
- ***Partnerships*** (sponsors, media etc.)
- ***Price*** (or exchange of value)
- ***Integrated Marketing Communication*** (the strategic mix of media and messages to address markets)

Services Marketing Mix

Planning Event 'Product' Experiences

- Events contain **three elements**:
  - The ***Core*** service and benefits that the customer experiences
  - The ***Tangible*** 'expected' product (e.g. venue)
  - The ***Augmented*** product – what differentiates it from other events
- Interactions with people are also part of the product, so marketers need to:
  - Ensure visitor segments within audience are compatible
  - Ensure an ease of interaction at the event

Strategic Marketing

- **What is Strategic Marketing?**

Consider this in relation to the Events Industry

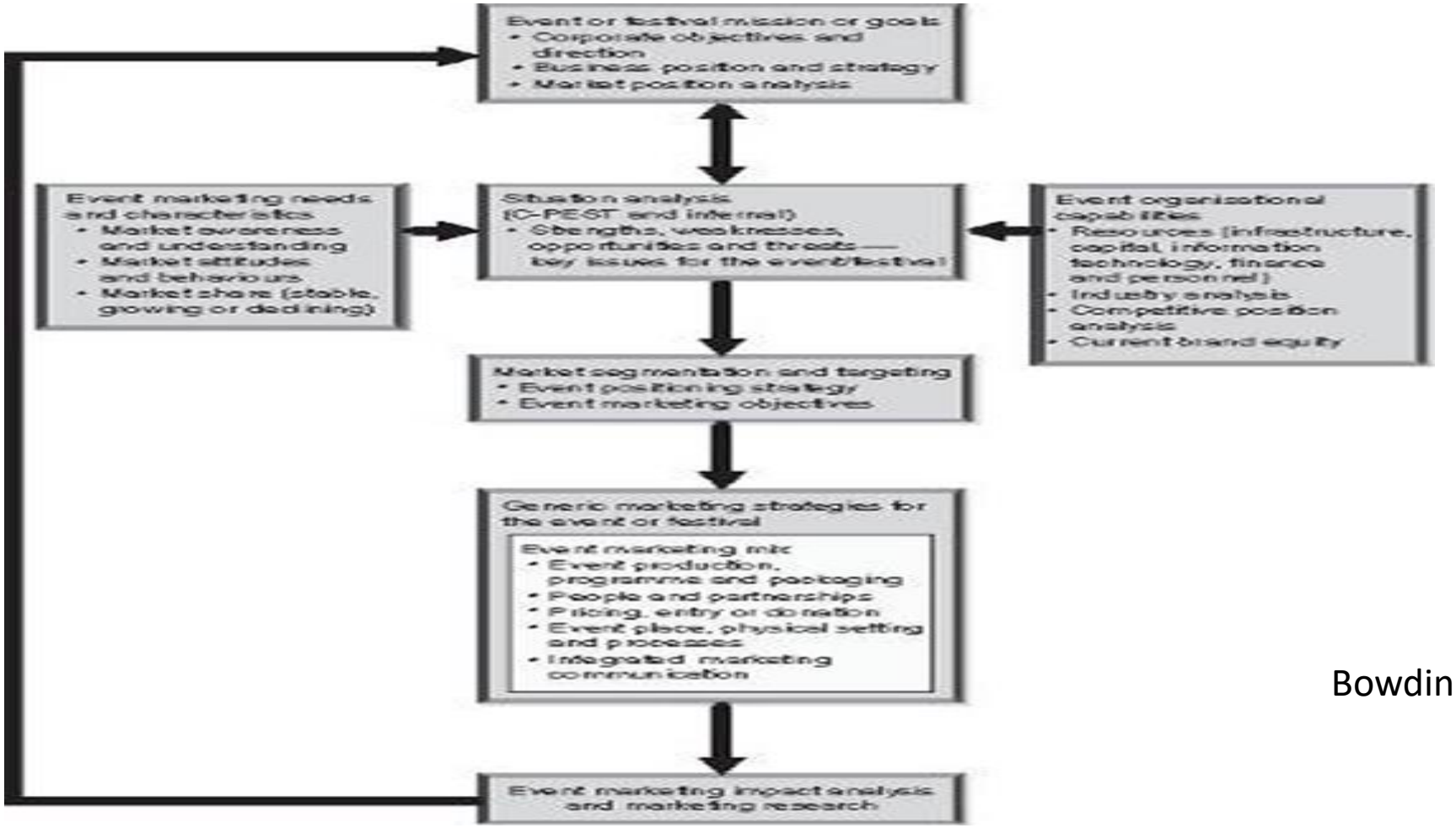
Strategic Marketing

The role of strategic marketing planning:

- Strategies are:
    - Based on careful analysis of internal resources and external environments
    - Longer term rather than short term
    - Not another word for tactics
    - Essential to survival

The Role of Strategic Marketing Planning

Figure 11.3 The strategic event marketing process



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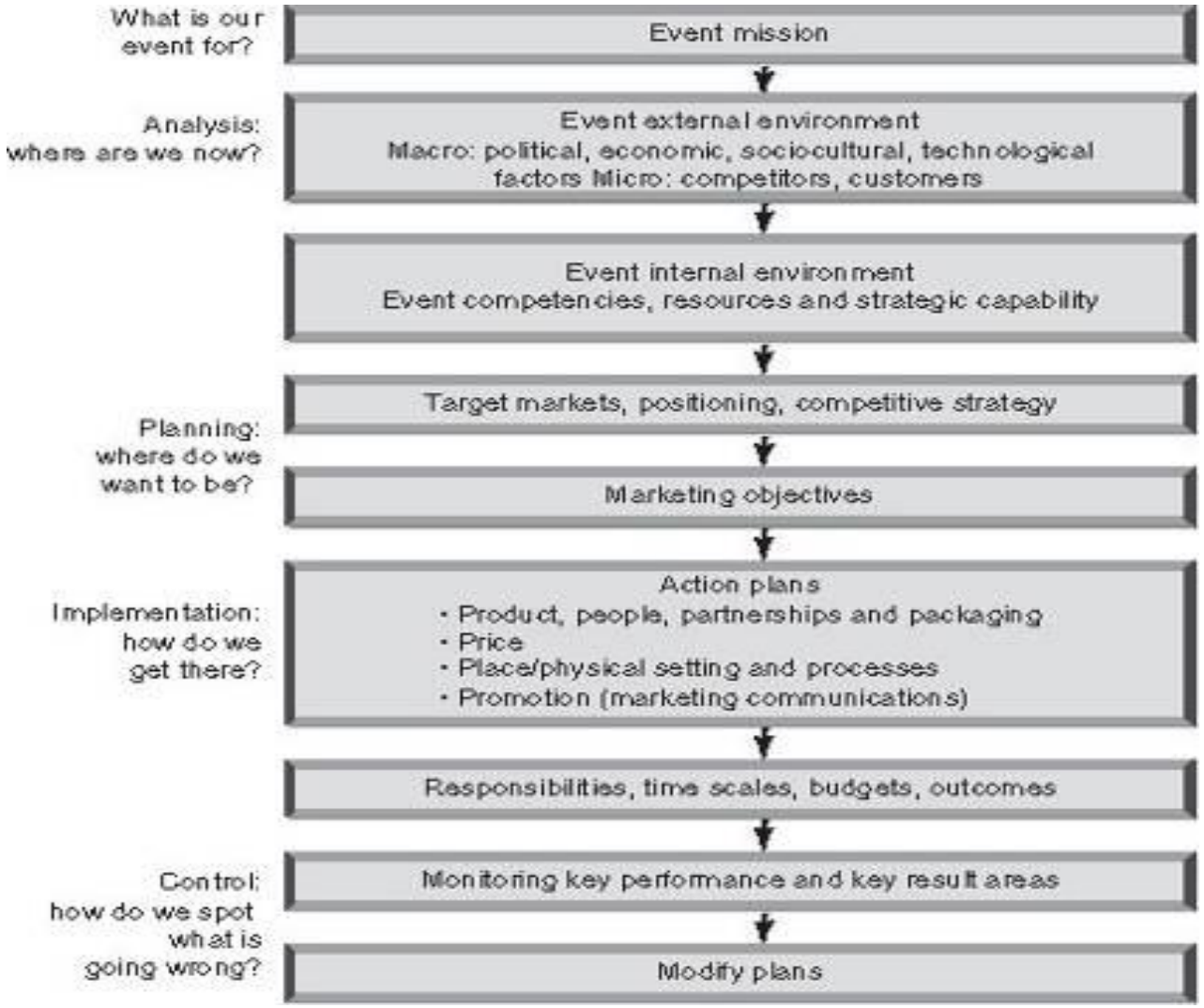
The Marketing Plan

As part of Strategic Planning….

Why is a Marketing Plan important?

What should be in a Marketing Plan?

The Marketing Plan



Marketing Plan : Operational and Strategic!

The Marketing Plan and the Management Plan need to be in harmony.

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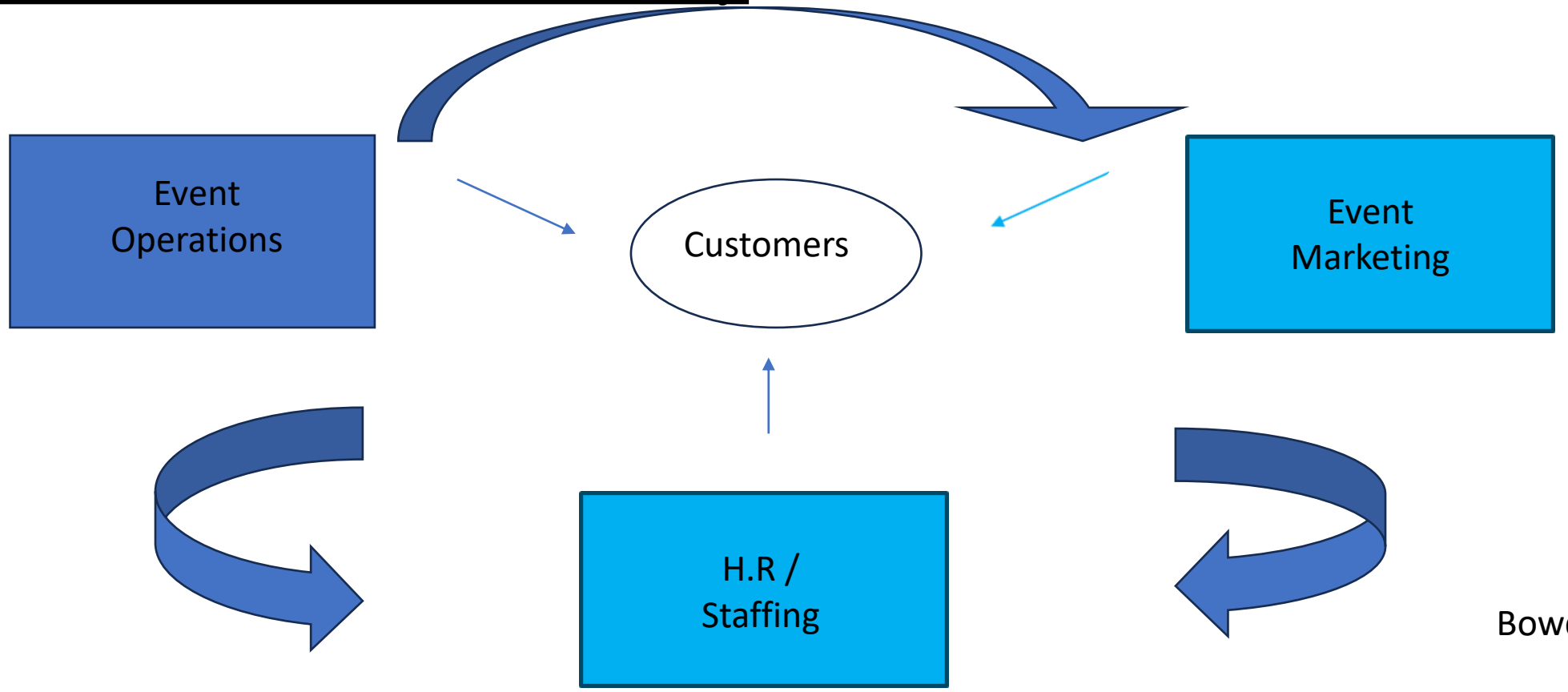
Event Services Trinity



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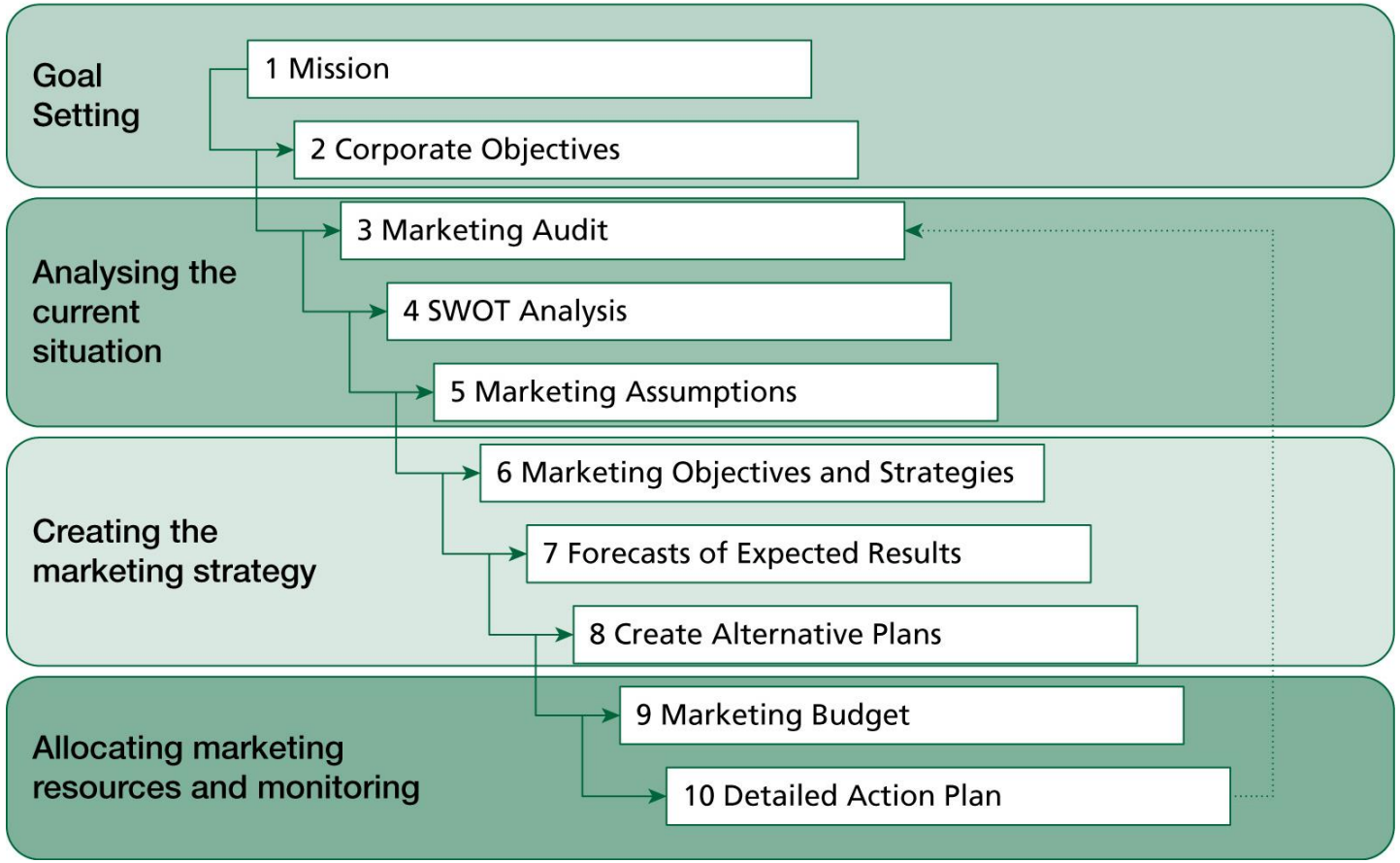


Figure 7.1 McDonald's marketing planning process

Source: Adapted from McDonald and Wilson 2011

Understanding the Consumer's Decision Making Process

- **'PIECE' Acronym**

- **P** - Problem Recognition (Consumer's thought processes of a product deficit = Need / Demand)
- **I** - Information Search by Consumer
- **E -** Evaluation and Selection of a product / service by the consumer
- **C -** Choosing the product / Event
- **E -** Evaluation of the product / service by the consumer.

Event Marketing Research

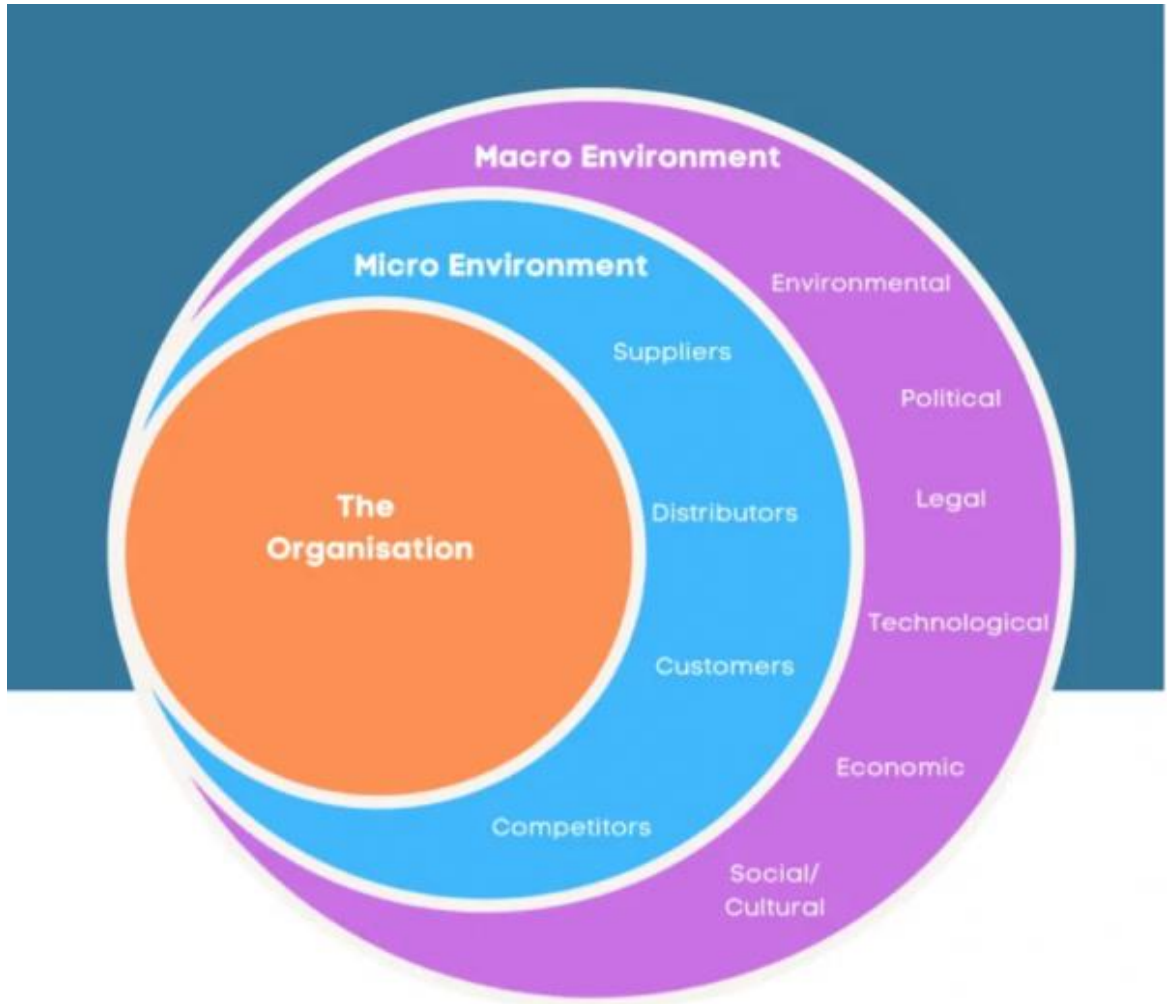
Analysing event environments:

- Marketing internal resource analysis
  - Human resources
  - Physical resources
  - Financial resources

- The SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)

Event Marketing Research

- Research is usually conducted at two levels:
  - ➢ Macro level – to understand external forces that may affect the event and its markets
  - ➢ Micro level – to gain insight into the event's resources and strategic capability



Event Marketing Research

Event satisfaction, service quality, repeat visits

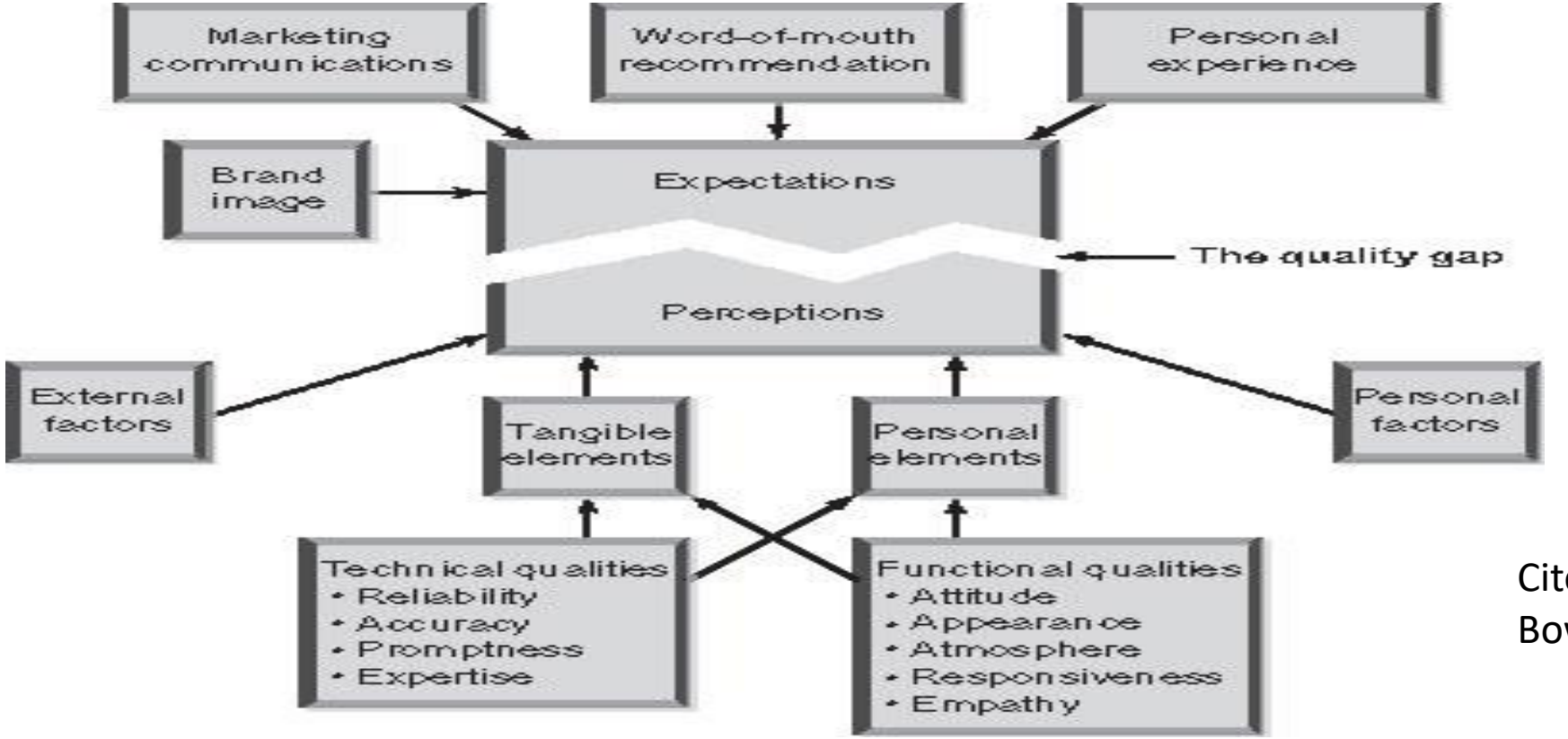


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Figure 11.6 Quality - the fit between customer expectations and perceptions
(Source: Marketing for Leisure and Tourism by Michael Morgan, Pearson Education Limited. Copyright Pearson Hall Europe 1996)

Event Marketing Research

Table 11.1 Event consumer decision-making process and the implications for strategic marketing planning

Stage in the Decision-Making Process	Implications for Marketing Strategies	Marketing Decisions
Recognition of the need, such as novelty, social interaction, excitement	Selection of appropriate target market segments – marketer must know what needs can be satisfied	Target market – mass or focused
Search for information	Marketing communications options	Internet, direct e-mail, paid advertising, publicity, posters
Evaluation of alternatives	Event product, promotional messages – does the event product satisfy the needs of the target market?	Product development? Promotion messages?
Choice of place of purchase	Ease of purchase	Internet, ticketing agency, at venue, post office mail, e-mail
Evaluation of leisure experience	Service quality standards	Measurement of consumer satisfaction – how experience will be rigorously evaluated

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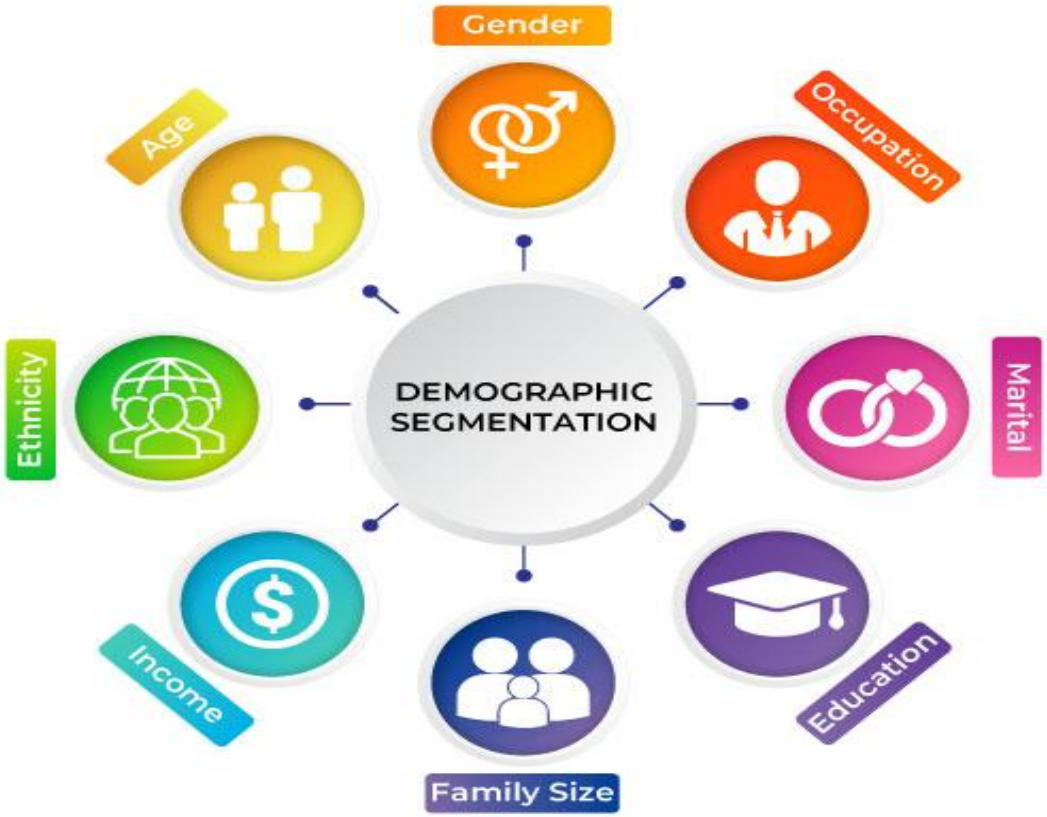
Steps in the Marketing Planning Process

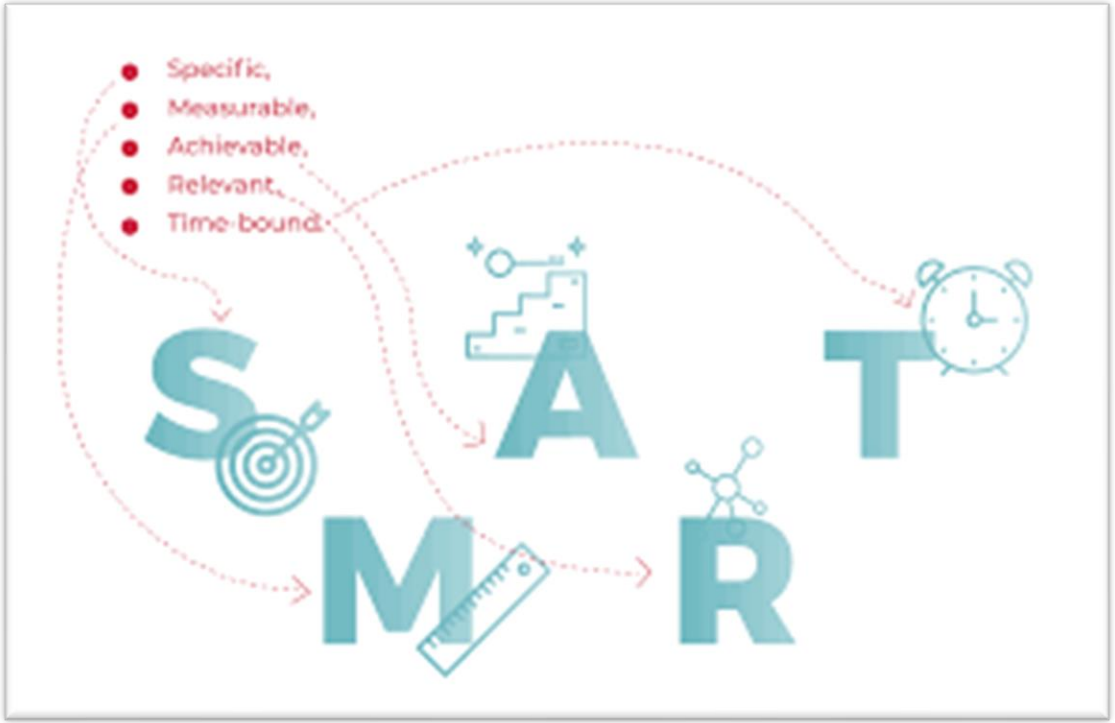
Segmenting and targeting the event market:

- Geographic segmentation

- Demographic segmentation
  - Age
  - Gender
  - Occupation
  - Income
  - Education
  - Cultural group



Steps in the Marketing Planning Process



Developing event marketing objective/s:

- Profit orientated
  - Maximise ROI
- Market orientated
  - Increase market share

Must be measurable

Devising a Marketing Plan

- List all activities in the plan and for each, show the earliest start date
- Group each activity into a logical order based on when it should, or is most likely to occur
- Responsible person/team
- Estimate the time required to perform each activity.
- Draw up spreadsheet activity plan or Gantt chart

Time Planning : Example of a Gantt Chart

Event Marketing Project Gantt Chart

The following Gantt chart outlines the entire cycle for any marketing project. All marketing team members are expected to create a project schedule and track that progress using the below template. All marketing projects should fall under a twenty-day cycle.

Activity / Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Marketing Research	✓	✓	✓	✓																
Define Specifications				✓	✓															
Marketing Plan					✓	✓	✓													
Detail Design							✓	✓												
Software Development								✓	✓	✓	✓	✓	✓	✓	✓	✓				
Test Plan											✓	✓	✓	✓						
Testing & QA																	✓	✓	✓	
User Documentation																✓	✓	✓	✓	✓

MARKETING PRO

For any questions or concerns, contact Jessica Belle at belle@marketingpro.com or call her at 353-643-7653.

Marketing Plan Contents

- A summary of the event
- An overall vision/mission statement
- Definition of target markets
- Objectives and Key Performance Indicators (KPIs)
- Key strategies and initiatives
- Marketing, public relations and budgetary information

Product / Service (Event) Positioning

- Consider Ansoff's Product – Market Matrix

Learning Activity

- Take some time to research Marketing Plans online. Look for Best Practice Exs.

- Write a brief Marketing Plan for your MICE event (presentation) - - - - *Ensure that you consider Segment, Target, Position…..*

References

- Bladen, C. et al (2012) *Events Management: An Introduction*. Abingdon: Routledge Seven.
- Bowdin, G., Allen, J., O'Toole, W., Harris, R. and McDonnell, I. (2023) *Events Management*. Oxford: Elsevier.
- Quick, L (2020) *Managing Events, Real Challenges Real Outcomes*. SAGE Publications Ltd.