

Investigating the Events and Festivals Industries

Events & Festivals in Context

Assignment Two

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Christian Dior - Designer Of Dreams

- This exhibition is located in the Victoria and Albert Museum in London.
- It exhibits the history of fashion throughout the generations, going back to the year of 1947, it explains how Dior made history in Britain.
- The exhibition is free, which makes it available for all, this makes it especially accessible to students for educational purposes.
- We have chosen this as we are both interested in this sector of the events industry, art and fashion.





The Venue - V&A Museum

- The V&A museum focuses on art, design and performance.
- It's a popular venue in London, which according to their website has 'a collection of over 2.3 million objects that span over 5,000 years...!'
- It's a venue that focuses on giving consumers an informal experience. Their aim is to give you knowledge and an understanding of history in Britain.



Identification of Consumer

This event would cater to Generation Y (Millennials) & the last 4 years of the Gen Z category, this is due to the event being educational in nature therefore meaning that the majority of the attendees will be students. The older consumer located in Gen Y could be industry professionals interested in the event so that they are able to gain more history & knowledge surrounding their sector; this type of event is personally motivated. Below are demographic, psychographic and generational analyses.

‘Other factors, can be measured by using social surveys techniques and include visitor demographics, satisfaction and behaviour. Monitoring the implementation of event is also an important role of management and helps to control factors such as ticket sales. (Carlsen J. 2004).

Demographic Analysis	Key Market
Age	18-38
Education Level	College Qualification
Employment Status	Student Part-time employed Employed
Income	All income levels

Psychographics	Key Market
Lifestyle	Innovative
Interests	Fashion, Art, Design
Values	Creativity, History

Generational	Age Range
Generation Z	7-22
Generation Y (Millennials)	23-38



Consumers Satisfaction & Motives

- 'As performance outcomes that are intimately connected with the firm's marketing activities, market share and customer satisfaction are central constructs in marketing theory and practice' (e.g., Anderson Fornell and Lehman 1994).
- An exhibition is a type of event where customer motives need to be looked at. They used Physiological motives as it presents as a relaxing experience for attendees; we get to admire the fashion pieces in our own time and gain knowledge.
- They also used organizational motives, using a big name like Dior and a popular venue such as the V&A museum, which is well known for art and design, they made profit from just having 'Dior' presented at their museum; they can be sure people will attend the exhibition as the brand and location are well known.
- Studies adopting social identity theory to investigate brand community suggest that individuals experience a sense of security when using products/brands with which they have a strong emotional connection (Sen et al. 2015).
- They also use two other personal motives, as you gain knowledge and learn history about Dior from the event as an educational standpoint. Socializing is also a motive as you go there to interact with other attendees and workers who have similar interests.



Measuring Consumer Satisfaction

Below you will find two forms measuring customer satisfaction; one being a needs checklist and the other being a customer survey.

'Customer satisfaction measurement can provide a good basis for calculating, predicting and improving customer profitability'. Gurau, C & Ranchhod, A. (2002)

Link to Checklist -

https://l.facebook.com/l.php?u=https%3A%2F%2Fonedrive.live.com%2Fedit.aspx%3Fcid%3D59546192a58bdf76%26page%3Dview%26resid%3D59546192A58BDF76!188%26parId%3D59546192A58BDF76!177%26app%3DWord%26fbclid%3DIwAR3Sb1YIuDkyiUCKwYRm1Jp28YkBF0sUiYg8kW_iwEGt27BmqRR4syiMkjs&h=AT1mhYteiyCBgBJ-5ywGyqh06uxqQV0bcM8_q4DvBZ0wGBxDMkWXWGUaW0AjQDqfuRNobWR8KFC8wSdNtm1fNgz05LI6vdqpxtFT2OL3CqLat76_tI0ip_dH5eN1F4NxWvfgyg

The checklist will focus on achieving consumer satisfaction through the fulfilment of the needs of the target market, this will ensure that the event will reach its highest potential.

Link to Survey - <https://forms.office.com/Pages/ResponsePage.aspx?id=-REPTm4EBUWcuNshUjEeIZptk8PPDw5JjezoVuQKKLdUM1FZUjBDWVdOT1ZCOTRJMlpMUIBaVlhaMy4u>

The survey will be emailed to all the attendees of the event after it has taken place so that the success can be measured and improvements can be made.



Was the Customer Satisfaction met?

- By using our checklist, and looking at the results from what consumers want and need, we used a survey/checklist to record if the customer satisfaction was met.
- 'it is critical to understand, appeal to and satisfy attendees' Severt et al., 2007),
- Looking at our checklist, I would say that altogether the customer satisfaction was met from the event that was attended.
- I would say the event was well organised, and targeted to the specific audience that we stated, which was young adults and above. I think they met the customer satisfaction on the personal motives, as there was loads of information on the pieces around the venue and gave a good understanding and knowledge to consumers. The venue was also spacious and they laid out the exhibition well, with good lighting and displays which made it more memorable to consumers. I think they targeted their target market well, as they made the history of 'Christian Dior', look modern and fresh to target to young audiences, to make it exciting.

Evidence of Teamwork

- Before we started our presentation, we both decided to do a plan and list of what we needed to cover in the presentation, and then went on to plan, who was doing each slide and what information we needed to cover.
- We made sure we both agreed on the tasks we were both doing, and we both put teamwork into editing the slides on our presentation and agreeing on how it should look. We both shared the presentation so we can both work on the style and work together.
- We also both made our own checklists and then combined both of our ideas together, which then formed into a survey.
- <https://onedrive.live.com/edit.aspx?resid=59546192A58BDF76%21194&nd=1>- Planning and presentation notes.



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