

Presentation notes

First slide – Title page – Investigating the events and festivals industries, by Nicole and Shannon. - Shannon

Second Slide - *Description of the event – Christian Dior – Designer of dreams at the V&A.* - editing Nicole and Shannon

Third slide - *The video of the Christian Dior Exhibition* – Shannon

Fourth slide - *V&A museum* – Shannon

Fifth slide – *Nicole - Identification of consumer*

Sixth slide - *Consumer satisfaction/ Motives* – Shannon and Nicole

- *So, when it comes to this type of event we are looking at, which is an exhibition, they need to look at the motives. In this event, they used Physiological motives, as it's more of a relaxing experience for us attendees, as we get to admire the fashion pieces in our own time and gain knowledge.*
- *They also used organisational motives, such as using Dior which is such a big name, and using V&A museum which is well known for art and design, that they made profit from just having 'Dior' presented at their museum. So, they know attendees will attend as the brand is well known.*
- *As well as using these motives, they also use the other two motives which are personal motives, as you gain knowledge and learn history about Dior from the event, as well as social motives as you go there to interact with other attendees and workers.*

Seventh slide – *Measuring consumer satisfaction* – Nicole

Eighth slide - *Was the customer satisfaction met?* - Shannon. Editing- Nicole.

Nineth slide – *Evidence of team work – Our planning and what slides we are doing.* - Shannon

Tenth slide/11/12 – *Bibliography* - Nicole and Shannon