

Marketing report for housewarming event in Swansea arena

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Introduction:

This is the marketing plan for an event set to take place in Swansea on the February 24, 2023. The event, which is a housewarming party at Swansea Arena, aims to gather people and show them the essence of new bands and music. Eight upcoming Welsh bands will perform, including Pseudo, Coon the Fiend, Moi and others, this gathering offers will showcase Welsh talent and promote the community.

This event is organized carefully and every aspect has been carefully planned to reflect the raw energy of punk music, from featuring a wide range of punk bands to creating an atmosphere that matches the spirit of the music.

The objective is to use our marketing strategies to create a unique and memorable experience. This event will not only celebrate these upcoming bands but also showcase values and presentation, we will do a number of analyses that will inform the strategies and tactics that will make this event a big success.

SWOT Analysis

- **Strengths:** the ticket sales are going to charity and people are more likely to support a good deed.
- Swansea has two universities in it which means there is a lot of people in and punk music has a young appeal to it.
- **Weaknesses:** the weather can be a big issue at this event because Welsh weather is unpredictable. This could be potential weaknesses affecting attendance.
- The budget might be a challenge cause organizing an event might be expensive
- **Opportunities:** partnership with local artists to reduce the cost of running the event.
- Using social media to reach a wider audience.
- **Threats:** other events happening in that same period and some people would like to attend that instead.

Situational Analysis

In this section, the report seeks to provide an overview of the housewarming event. the company, customer, competitors, collaborators climate will be analyzed following a value proposition.

- *Company*

The House party will happen at the Swansea Arena on the 24th of February 2024. Our budget for this event is £5000 the expected number of attendances 2500. All the money from the ticket sale will go to charity (Music venue trustees). The event is scheduled to start at 7pm.

However, between 12pm to 5pm there will be some activities to attract customers, the activities include magician, snake guy, fake tattoo, open mic and street food /good market.

- *Customer*

The house party event is aimed predominantly at university students aged between 18 to 25. The event is, of course, open to all genders. This event is not, however, limited to university students and people generally within the proposed age range are expected to attend. Further the event is likely to attract students who enjoy punk music and going to concerts in their free time and willing to travel a 1hr distance.

- *Competitors*

Tramshed and Utilita Arena has expensive prices a normal ticket in Tramshed starts from £23 and above, Utilita goes up until £36, why the Swansea venue lowest price ticket starts from £10

Tramshed and Utilita has better localization because it's in a much populated and bigger city. The Swansea arena has more room for parking and less traffic, why Cardiff arena is busy, and the car park is a bit more expensive compared to the Swansea arena

- *Collaborators*

University will help us put the event together and their local customers will be attending the event The charity will be donated money we make from this event.

We will also be collaborating with bands from Swansea and Cardiff there will be some

Photographer taking pictures of the venue and there will also be drinks at the bar this will also be posted on the Arena social media page

Security will be needed to require the safety of people making sure that there is no fight on the event.

Climate PESTLE Analyse

Traveling plays a big part in the event industry as people are allowed to access opportunities such as visiting the city. Some might also want to travel to visit the event venue, restriction happening it might affect the number of ticket sales for the event.

ways of transport we want to make sure that trains and buses are running during that day and people are able access them with no issue. Impact will be a lot of traffic and no mince of transport.

- Value proposition

It is a punk event, and it caters to the interest of young people. With the event in Swansea, a city with students, these students will be easily attracted to the event.

Affordable price point-the tickets cost £10, which is easily affordable for the attendees. There would be other side attractions that attendees can also enjoy aside from the main event. Activities such as magician performances, street food, etc.

- Economic

People will spend money at the event to buy ticket, food and drinks

Something that the arena would not have if the event was not taking place. It can also have an impact on the hosting city (Swansea) people are more willing to spend money on charity event.

- Social

Give people who share similar interests a place to meet and connect. To make a helpful social attendee by interacting,

It can also have a negative impact on society such as flu spreading around.

- Technology

Social media has a good impact because we use this to promote the event.

- LegalAlcohol, will only be served to 18years old, making sure the risk assement has been caried out at the venue (identified hazards)
- Enviromental: Pollution around the event site (litter) possibility of metal and other substances

Objectives

The target for this event will be up to 20% of the audience compared to what the Arena has done in the past. A raise of up to £2000 in capital for charity. It is also to get 3000 people in the arena.

Strategy

Ansoff's matrix

Marketing penetration

The reason I picked marketing penetration is because this event isn't new, it has been on for 1 year so I will be targeting existing customers because we know what type of product they are into.

- Product: house party at the Swansea arena. Before the event starts, there will be some activities taking place such as fake tattoos and face painting.

Price: the ticket will cost £10 to get in

- Place: it will take place at the Swansea arena it will also be visible on the BBC channel and the Arena social media page
- Promotion: social media will be the place to promote this event so it could reach a bigger audience, face book, Instagram, X and Tik Tok we will use this platform to advertise the event
- People: Jaqui Jones, James, the UWTSD students, bands and the arena. This are the team involve in putting on the house party event.
- Physical evidence: wrist bands will be given to the audience

Uniforms will also be required for the staff members.

- Process: medium involvement of the customers

Tactics

RACE: is for representing framework used to structure digital marketing companies. Dave Chaffey is the man who came up with the Race to help with digital marketing. (smart insights)

- Reach: it's about telling people we exist and building the awareness brand, the is no need to reach for people because they already know about this event venue. The Arena will be posting about the event on their social media.
- Action: this is to interact with people on social such share post and getting likes and comments
- Control:
- Engage: sending thank you emails to our customers and asking for their feedback and if they will recommend it to someone else.

The Gannt chat will give more information about how I will be marketing the and postin g the event on my social media page.

Conclusion:

Overall this provide informations about the housewarming party. Which will be taking place in a beautiful venue, Marketing penetration was use to help us reach our tarket the 5c was also use, hopefully this event goes well and you all enjoy the venue and the music our aime is to enjoy our self.

POLITICAL	ECONOMICAL
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Travelling this is a huge part in event, (traffic)	- Finance People will spend money when they know the event is related to charity - People will find more jobs at the event
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SOCIAL Live streaming the music event on the swansea arena social	TECHNOLOGY - Social media this will improve the promotion of the event and to reach out to more people, - LAD light will be used on stage the day of the event
LEGAL - ID will be needed to attend the show - Gathering people together to do what they enjoy doing e.g. listening to music	ENVIRONMENT If the area in which the event is taking place is polluted people will not want to attend

Swot Analysis table

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
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Money will be going to the charity	Other event happening on same day	The wont be similar invent on those day	One of the bands might pull out



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Marketing strategy