

# Events as a Strategic Marketing Tool

2nd Edition

Dorothe Gerritsen and Ronald van Olderen



# Events As A Strategic Marketing Tool

**Leo Rask**



## **Events As A Strategic Marketing Tool:**

*Events as a Strategic Marketing Tool* Dorothé Gerritsen, Ronald van Olderen, 2014 Events have come to play an ever growing role in marketing by connecting products and services with experiences and vice versa producers can create important added value Events as a Strategic Marketing Tool second edition describes how events can be used as a strategic tool in marketing practices Fully updated throughout this new edition reviews the way organizations utilize events to connect with their visitors It covers the development of the experience economy the step from strategy to concept event design and touchpoints Written in an accessible style it also considers the areas of marketing within which experiences play a role such as branding relationship marketing and city marketing Concluding with a chapter on effect measurement and evaluation Including a wealth of internationally relevant examples it gives a thorough insight into the way events can help reach strategic marketing goals It will provide an engaging resource for both students and professionals interested in leisure tourism and events

*Events As a Strategic Marketing Tool* Leo Rask, 2016-04-01 Have you ever been tempted by a credit card company giving away free blankets or t shirts at a football game in exchange for a credit card application Have you been approached by a skimpily dressed young woman offering samples of fruity alcohol at a local bar Each of these unique experiences offers a glimpse at what twenty first century event marketing can be Experiences encounters and events have come to play an ever growing role in marketing as their impact is more fully understood As a profession however event marketing is still a relatively new field with most available literature covering practical project management rather than the strategy behind including events in a marketing campaign The events industry now includes events of all sizes from the Olympics down to business breakfast meetings Many industries charitable organizations and interest groups hold events in order to market themselves build business relationships raise money or celebrate achievement Events are considered one of the strategic marketing and communication tools by companies of all sizes From product launches to press conferences companies create promotional events to help them communicate with clients and potential clients A number of elements such as music live entertainment or even the particular venue may be used to influence the tone and atmosphere of an event Event marketing strategies leave a lasting brand focused impression of fun by grabbing the attention of a group of people who are gathered together If executed successfully event marketing will provide each of them with an experience that will resonate in their minds The book *Event as a Strategic Marketing Tool* describes how events can be used as a strategic tool in marketing practices The book addresses the development of the experience economy events and event marketing Subsequently the book covers the various areas of marketing within which experiences play a role such as branding relationship marketing and city marketing

*Events as a Strategic Marketing Tool* D. Gerritsen, 2014 Experiences encounters and events have come to play an ever growing role in marketing The *Event as a Strategic Marketing Tool* describes how events can be used as a strategic tool in marketing practices The introductory chapters address the development of the experience economy events

and event marketing Subsequently the book covers the various areas of marketing within which experiences play a role such as branding relationship marketing and city marketing The final chapters deal with the step from strategy to concept and discuss event design and touchpoints The book is concluded with Events as a Strategic Marketing Tool Dorothé Gerritsen, Ronald van Olderen, Jacco van Mierlo, Margo Rooijackers, Thomas van Velthoven, 2020 An update to the popular first edition providing an engaging resource for both students and professionals interested in Leisure tourism and events Including a wealth of internationally relevant examples it gives a thorough insight into the way events can help reach strategic marketing goals **Events as a Strategic Marketing Tool, 2nd Edition** Dorothé Gerritsen, Ronald van Olderen, 2020-03-19 Fully updated and with new case studies throughout this second edition reviews the way organizations use events to connect with their visitors It covers the development of the experience economy the steps from strategy to concept event design and touchpoints It also considers the areas of marketing within which experiences play a role such as branding relationship marketing and city marketing Concluding with a chapter on effect measurement and evaluation and including a wealth of internationally relevant examples the book gives a thorough insight into the way events can help reach strategic marketing goals **Event Marketing** C. A. Preston, 2012-10-16 event marketing CATERING EVENTS THE WILEY EVENT MANAGEMENT SERIES practical guidance for launching highly visible event marketing campaigns The new and fully up to date Second Edition of Event Marketing offers a complete set of tools strategies and best practices for designing every phase of a successful integrated marketing campaign for any event from small conferences and expositions to giant fairs and festivals Designing a campaign that attracts attention motivates people to attend and achieves the goals of the event organizers requires creativity effort and the kind of informed guidance you will find here Event Marketing covers every form of promotion advertising and public relations in both traditional and online media This edition has been thoroughly revised and expanded to include the very latest on social media and online marketing consumer behavior patterns and corporate sponsorships Modern case studies and exhaustive resources make it ideal as both a textbook for students and as an everyday resource for working practitioners Features include In depth coverage of promotions advertising PR and both traditional and online marketing strategies as well as budget financing Detailed case studies and analyses of marketing plans for specific events such as conferences corporate meetings large festivals and more The very latest in current trends and innovations including digital marketing strategies and social media Comprehensive appendices offering online resources and links to event marketing associations and societies media tracking services electronic marketing services and more Case Studies in Festival and Event Marketing and Cultural Tourism Jane Ali-Knight, Donna Chambers, 2006 A collection of papers that emanated from the 2005 Leisure Studies Association Conference hosted by the Centre for Festival and Event Management at Napier University Edinburgh This seminar highlighted the growing interest in and lack of awareness of the measurement of impacting factors with regards to the expanding festival and event industry Trade Show and Event

Marketing Ruth P. Stevens, Ruth Stevens, 2005 Covers all aspects of trade show marketing setting objectives planning promoting executing measuring performance generating leads working with the media following up and much more Real world case studies put the book's tips and techniques into action and forms and illustrations are included where appropriate

**The Sports Event Management and Marketing Playbook** Frank Supovitz, Robert Goldwater, 2024-10-15 Authoritative and accessible textbook on how to successfully plan and execute live sports events with helpful learning aids included throughout This Third Edition of The Sports Event Management and Marketing Playbook is a timely and practical guide on how to successfully plan and deliver live sports events combining time proven processes and techniques with the many best practices tools and trends that have emerged in every facet of this expanding highly visible and ever innovating industry since the Second Edition was published in 2014 The book is structured as a step by step guide on how to begin the development creation and planning for a sports event and continues through management marketing production and ultimately the post event evaluation processes Real life illustrative case studies called Sideline Stories to elucidate key concepts are included throughout the text Each chapter concludes with a convenient summary called Post play Analysis to aid in information retention along with relevant skill building questions exercises called Coach's Clipboard instructors can use as student assignments Written by two respected and experienced industry practitioners in the sports event business The Sports Event Management and Marketing Playbook includes information on Revenue streams ranging from ticket sales sponsorship advertising and merchandise to participation fees grants and donations The event sponsor relationship covering what event organizers really want from sponsors and vice versa Guest management from selling tickets to hotel management and what to do if tickets are not selling Unexpected events including safety and security concerns and how to react to emergencies and crises efficiently and effectively Media partnerships covering how to campaign for attention and talk to the media With accessible and comprehensive coverage of the subject The Sports Event Management and Marketing Playbook serves as an excellent learning aid for students in advanced undergraduate and Masters courses in Sports Event Management Sports Marketing Hospitality Management and Sports Industry Management Part of The Wiley Event Management Series

Strategic Marketing for Nonprofit Organizations Philip Kotler, O. C. Ferrell, Charles W. Lamb, 1987 Abstract This text applies the basic principles and practices of marketing to a nonprofit environment and introduces the reader to basic concepts and tools for developing and implementing and managing a marketing effort Part One focuses on developing a philosophy for marketing and is keyed primarily on the notion of developing a customer orientation Part Two deals primarily with strategic planning and organization and covers the topical areas of the strategic marketing planning process marketing research market measurement and forecasting marketing planning organization leveraging limited resources and fund raising Part Three discusses a wide array of conceptual tools for determining an acceptable marketing mix In Part Three the authors explain the notion of a marketing mix describes differences in marketing programs for

products services and desirable social behaviors discusses management of the marketing effort as well as basic concepts in the communication process and their relationship to marketing Part Four deals exclusively with the notion of evaluation and control in the marketing process

Event Management & Event Tourism Donald Getz,2005 This book provides both an overview of event studies and a foundation for professional event management

**A Strategic Marketing Analysis of the Environmental Fund for Michigan** Alfred R. Glancy,Theodore D. Ongaro,1998

**Event Solutions** ,2005 *AMA Winter Educators' Conference* ,1994

**Strategic Marketing for Educational Institutions** Philip Kotler,Karen F. A. Fox,1995 Here is the handbook for academics and practitioners who want to understand what marketing is how it can contribute to their institutions greater effectiveness and how to do it This revised edition like its predecessor provides a solid background in marketing in the context of educational institutions and their essential activities

Strategic Marketing Douglas C. West,John Battice Ford,Essam Ibrahim,2006 This text discusses how companies create competitive advantage through strategic marketing Using established frameworks and concepts it examines aspects of marketing strategy and thinking It provides examples to facilitate the understanding of theoretical concepts

**Strategic Marketing Decisions in Global Markets** Isobel Doole,Robin Lowe,2005 This groundbreaking text analyses the decisions within the overall planning process of strategy development within a global context The text identifies the issues faced at each stage of the strategic process and focuses on how more effective decisions can be made with the marketing environment Strategic Marketing Decisions in global markets meets the needs of marketing students and practitioners in an up to date and innovative manner It recognises the increasing time pressures of both students and managers and so strives to maintain the readability and clarity through a straightforward and logical structure that will enable them to apply their learning to the tasks ahead

**Festival and Special Event Management** Johnny Allen,William O'Toole,Robert Harris,Ian McDonnell,2008-01-02 Festivals and special events have grown into a massive industry worldwide generating billions of dollars for regional centers states and countries Festival and Special Event Management provides a comprehensive overview of the theory and procedures essential to managing festivals and special events Australian authors

Festival Management & Event Tourism ,1993

**Event Marketing: How To Successfully Promote Events, Festivals, Conventions, And Expositions** Leonard H. Hoyle,2009-12-09

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