

€ TRAINING

Seminar: Event Marketing



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Introduction:

Event marketing is the experiential marketing of a brand, service, or product through memorable experiences or promotional events, it typically involves direct interaction with a brand's representatives. It should not be confused with event management, which is a process of organizing, promoting, and conducting events, event marketing uses emotions and is based on the fact that people remember what they are experiencing.

Course Objectives:

At the end of this course the participants will be able to:

- Apply to any event that helps market a product/service, idea, place, or person
- Apply any event that communicates with a target audience
- Apply any event which has the potential to communicate
- Develop an effective marketing strategic roadmap through a clear vision and statement of strategic intent
- Apply for a Model for the Effectiveness of Event Marketing
- Apply event marketing has been more widely utilized and researched

Targeted Audience:

- Manage marketing communication and brand support activities using both offline and online media
- Marketing environments and consumer behavior
- Intermediate and advanced level of Event marketing managers, Team Leaders, and Supervisors within all sectors, private and public, profit and not-for-profit
- Professionals who need to become more effective and efficient in time marketing management and planning
- Marketing environments and consumer behavior

Course Outlines:

Unit 1: How Event Marketing works?

- Events marketing is a standard for many brands in practice academic literature.
- Evaluate the effectiveness of communication tools using appropriate criteria such as cost and credibility
- Co-ordinating and integrating event marketing communication activities
- Event marketing communications are exciting, creative, demanding, rewarding, and challenging.

Unit 2: Social media and event Marketing

- Social media is seen to be a very good tool to attract customers
- build potential customers and reach the target customers
- According to social media-based and Event marketing strategies are considered to be a very strong approach to building a customer community.

Unit 3: Type of Event Marketing

- Online events.
- Virtual events.
- Livestreaming events
- Physical events.
- Trade shows
- Seminars
- Conferences