

€ TRAINING

Strategic Event Promotion



27 - 31 May 2024
Geneva (Switzerland)



Strategic Event Promotion

REF: R1669 DATE: 27 - 31 May 2024 Venue: Geneva (Switzerland) - Fee: 5940 Euro

Introduction:

This training program designed to equip participants with the knowledge and skills needed to plan, execute, and assess the effectiveness of promotional events. It aims to empower participants to orchestrate successful promotional events that drive brand awareness, customer engagement, and business growth. Through structured modules, participants will explore the core principles of strategic event planning, emphasizing the alignment of event objectives with broader marketing goals. It will delve into strategies for leveraging various promotional channels and tactics to maximize event visibility and attendance. Participants will learn how to develop compelling event messaging and design engaging promotional campaigns tailored to target audiences.

Program Objectives:

By the end of this program, participants will be able to:

- Understand strategic event promotion principles in marketing.
- Align event objectives with broader marketing goals.
- Develop skills for effective event planning and execution.
- Explore diverse promotional channels for event visibility.
- Create compelling event messaging and engaging campaigns.
- Evaluate event effectiveness for continuous improvement.
- Apply strategic promotion to drive brand awareness and engagement.

Targeted Audience:

- Marketing professionals seeking to enhance event promotion skills.
- Event planners looking to integrate strategic marketing techniques.
- Business owners aiming to optimize event visibility and impact.
- PR professionals interested in leveraging events for brand promotion.
- Digital marketers expanding into event promotion strategies.
- Nonprofit organizations seeking to maximize event impact.
- Freelancers offering event promotion services to clients.

Program Outlines:

Unit 1.

Introduction to strategic event promotion:

- Understanding the importance of strategic event promotion in marketing.
- Exploring the role of events in achieving marketing objectives.
- Identifying key components of strategic event planning.
- Setting goals and expectations for the training program.
- Establishing a foundation for effective event promotion strategies.
- Familiarizing with terminology and concepts in strategic event promotion.

Unit 2.

Aligning event objectives with marketing goals:

- Defining clear objectives for promotional events.
- Identifying target audience needs and preferences.
- Ensuring alignment with broader marketing strategies.
- Establishing key performance indicators KPIs for success.
- Developing messaging and branding consistent with marketing goals.
- Creating strategies to maximize event impact on marketing outcomes.

Unit 3.

Planning and organizing promotional events:

- Developing comprehensive event plans and timelines.
- Securing venues, vendors, and resources for events.
- Creating event budgets and managing expenses.
- Coordinating logistics and operations for seamless execution.
- Implementing contingency plans for unforeseen challenges.
- Communicating roles and responsibilities to event stakeholders.

Unit 4.

Leveraging promotional channels for event visibility:

- Exploring diverse promotional channels, including digital and traditional.
- Developing tailored promotional campaigns for target audiences.
- Utilizing social media, email marketing, and advertising to promote events.
- Leveraging partnerships and collaborations for extended reach.
- Implementing strategies to generate buzz and excitement around events.
- Monitoring and adjusting promotional efforts based on performance metrics.

Unit 5.

Evaluating event effectiveness and continuous improvement:

- Collecting and analyzing data on event attendance, engagement, and impact.
- Measuring event success against predetermined KPIs.
- Gathering feedback from attendees and stakeholders.
- Identifying strengths and areas for improvement in event promotion strategies.
- Iterating and refining event promotion techniques for future events.
- Incorporating lessons learned into ongoing marketing strategies.