

What do you understand by the term event marketing?

Globalization has brought a competitive pressure which is increasing day by day. This is forcing organizations to find innovative ways in order to attract and engage the customers. Event marketing can be defined in several ways. The most common definition is event marketing is a discipline in the arena of marketing which aims to interact to people face to face. This interaction is done via corporate meetings, live events and trade shows. It can also be defined as the development or designing an occasion, activity, exhibit or display based on a live theme for the promotion of an organization, product or a cause.

An event can be described as a package of live multimedia which has a concept that has been already preconceived and also been modified or customized to meet the client's objective to reach out and influence the target audience which has been specially accumulated and defined sharply. This is generally done by providing the target audience with a totally passionate experience and also an approach for interaction both ways.

Features of event marketing:

1. A broad range of events

A wide range of event types is encircled by event marketing. These are:

- Local as well as mega events
- Exhibitions
- Trade shows
- Publicity stunts
- Created and themed events
- Corporate entertainment
- Award ceremonies

Since all types of events communicate with the target audience, very few are there which cannot be used for the purpose of marketing. A vast number of marketing functions can be performed by using events such as, loyalty and relationship building, communication, targeting, compilation of database, personal selling and brand enhancement.

2. Goal oriented

If the event fails to attain the objectives of advertisement, then it is considered to be a failure on the commercial level in spite of its popularity and enjoyment by audience.

3. Effective communication and promotion

It is necessary that the message reaches out to the target audience. In order to achieve this, it is required that the profile of the attendees is researched well enough so that the communication about the product can be effective.

4. Proper evaluation

The next time an event is organized, the team should be much more effective and efficient and to attain this evaluation of events is necessary. Through this mistakes can be found out and can be worked on. This evaluation should be done as soon as possible after an event is over or the next possible day. In order to do this event evaluation there should be a meeting held with the team members.

5. Client feedbacks

One of the best ways to get a feedback from the clients is the usage of feedback forms. It should be incorporated as a part of the gift voucher for the guests or target audience. The customer can only receive the gift voucher when the feedback form is filled up correctly and given back to the attendant by him or her.

6. Location

The most important aspect is choosing the location for an event. The most perfect location in any exhibition area is at the entryway and near the way to the restroom and food stations.

Importance of event marketing

- It creates awareness among people regarding the launch of a new product or brand i.e. helps in building the brand.
- It highlights the extra features of the services or products.
- During different life cycle stages of the products, event marketing helps in rejuvenating the brands.
- Event marketing is used to communicate in case the products need repositioning.
- The personality of the target market is associated with the brand personality of the clients.
- Creating as well as maintaining the identity of the brand.