Promotional Events (Capability)

1. Role Definition

Develop and execute promotional events covering brand development and advertizing. This can include participation in sporting/entertainment events or more general promotional activity

2. Example of Use

Business development reviews market research to select promotional events to sponsor to support the bank brand and enhance market awareness

3. Executive Summary

Develop the plan for and oversee promotional event activity, including budget and resource management

4. Key Features ⌃

Track market/competitor activity in promotional events

Assess fit of promotional event sponsorship opportunities

Direct the participation in promotional events

Documentation ⌃

Properties ⌃

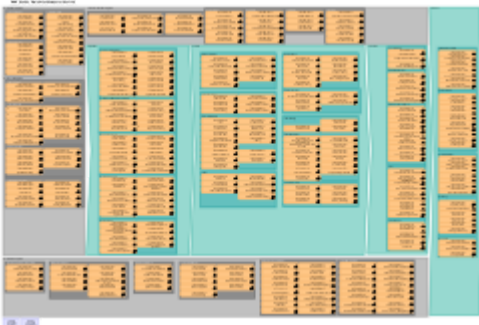| Property	Value
Service Domain	
API BIAN Portal	Promotional Events API (https://app.swaggerhub.com/apis/BIAN-3/PromotionalEvents/12.0.0)
Core Business Object	🟨 Promotional Event (object_26.html?object=31724)
Individual Analytics	promotionalCampaignManagementPlanAccumulators promotionalCampaignManagementPlanActivityAnalysis promotionalCampaignManagementPlanPerformanceAnalysis promotionalCampaignManagementPlanTrends&Events
Portfolio Analytics	promotionalCampaignManagementPlanPortfolioActivityAnalysis promotionalCampaignManagementPlanPortfolioMake-UpAnalysis promotionalCampaignManagementPlanPortfolioPerformanceAnalysis
Scenarios	
Service Role	Develop and execute promotional events covering brand development and advertizing. This can include participation in sporting/ entertainment events or more general promotional activity
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	
stereotype	ServiceDomain

Appears on

(views/view_51234.html)

Promotional Events SD Overview

(views/view_51705.html)

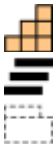BIAN Service Landscape V12.0 Value Ch…

(views/view_51891.html)

BIAN Service Landscape V12.0 Matrix Vi…

Relations

aggregated by	Marketing (object_25.html?object=130117)
	Wave 3 (object_25.html?object=153743)
	Marketing And Development (object_25.html?object=171926)
is equal to	Promotional Events (object_37.html?object=43210)
is part of	Marketing (object_25.html?object=130117)

realized by	▭ Promotional Event Management Plan_ Analytics Object (object_25.html?object=111275)
	⬭ Promotional Events_SD_Operations (object_20.html?object=216028)
	⬭ Promotional Event Management Plan_Instantiation (object_20.html?object=216046)
	⬭ Promotional Event Management Plan_Invocation (object_20.html?object=216051)
	⬭ Promotional Event Management Plan_Reporting (object_20.html?object=216060)
	⬭ Promotional Events_SD_Service Group (object_20.html?object=245717)
	⬭ Rq BQ Request manual intervention in the market tracking (object_12.html?object=28817)
	▭ Promotional Event (object_23.html?object=28924)
	⬭ Up BQ Update details of the market tracking activity (object_12.html?object=29632)
	⬭ Up BQ Update the event participation schedule (object_12.html?object=29718)
	⬭ Re BQ Retrieve details about the market tracking activity (object_12.html?object=30106)
	⬭ Cr BQ Create promotional event participation plan (object_13.html?object=30420)
	⬭ Gr CR Obtain a permission grant against the plan (object_13.html?object=31308)
	⬭ Ex BQ Execute an automated task for the tracking activity (object_12.html?object=33472)
	⬭ Up CR Update details of the promotional event management plan (object_14.html?object=34652)
	⬭ Rq BQ Request manual intervention to an impact assessment (object_14.html?object=35887)
	⬭ Re CR Retrieve details about the promotional event management plan (object_14.html?object=36664)
	⬭ Ex BQ Execute an automated action for an impact assessment (object_14.html?object=36718)
	⬭ Rq BQ Request manual intervention to the schedules (object_14.html?object=37396)
	⬭ Cr CR Create and invoke the promotional event management plan (object_14.html?object=37426)
	⬭ Cr BQ Create an impact assessment of the promotional event activity (object_14.html?object=37539)
	⬭ Re BQ Retrieve details about promotional event participation activity (object_14.html?object=38004)
	⬭ Rq CR Request manual intervention in the event plan (object_15.html?object=39436)
	▭ Promotional Event Management Plan (object_24.html?object=40251)
	⬭ Up BQ Update details of promotional event impact assessment (object_16.html?object=46221)
	⬭ Re BQ Retrieve details about promotional event impact assessment activity (object_17.html?object=47292)
	◫ Manage (object_28.html?object=58116)
serves	▦ Event Management (object_6.html?object=132708)