

EVENT HORIZON

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M Sc Decision and Computing Sciences III rd year

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December – 2023

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1. ABSTRACT:

"Event Horizon" is an innovative and dynamic event organizing company that specializes in creating unforgettable and impactful experiences for its clientele. With a passionate team of seasoned professionals, "Event Horizon" thrives on conceptualizing, planning, and executing diverse events across a spectrum of industries and themes.

Committed to excellence, "Event Horizon" leverages its expertise to craft bespoke events tailored to meet the unique needs and visions of each client. From corporate gatherings to social extravaganzas, cultural celebrations to product launches, the company prides itself on its ability to transform concepts into reality, exceeding expectations every time.

The hallmark of "Event Horizon" lies in its meticulous attention to detail, strategic planning, and innovative approach. Utilizing cutting-edge technology and trends, the company harnesses creativity to deliver immersive and engaging experiences that leave a lasting impact.

With a client-centric philosophy, "Event Horizon" fosters collaborative partnerships, ensuring seamless communication, and transparent workflows throughout the event planning journey. The company's dedication to professionalism, coupled with a flair for creativity, sets it apart in the competitive event management landscape.

"Event Horizon" epitomizes reliability, creativity, and excellence, setting benchmarks in the industry and consistently delivering exceptional events that captivate audiences, leaving an indelible mark in the memories of all attendees.

2. PROBLEM STATEMENT:

"Despite being recognized for our creativity and commitment to delivering exceptional events, Event Horizon faces the challenge of scaling our operations efficiently while maintaining the personalized and innovative touch that sets us apart in the industry. Balancing growth opportunities with the need to preserve our unique, client-focused approach poses a strategic challenge for our company."

3. STRATEGY FORMULATED:

- **Scalability Planning**
- **Client-Centric Approach**
- **Team Empowerment**
- **Technological Integration**
- **Strategic Partnerships**
- **Marketing and Branding**
- **Quality Assurance**
- **Diversification of Services**

4. CALENDER AND ITS CONTENT:

PHASE - 1

"Event Horizon" emerged from a collective vision to redefine event experiences, evolving into a hallmark of creativity and excellence. Our latest promotion, "Limitless Moments," embodies our journey and dedication to crafting unforgettable events.

"Limitless Moments" encapsulates our commitment to pushing the boundaries of event planning. Through this promotion, we offer tailored experiences that transcend expectations, blending innovation and meticulous execution. Embracing diverse themes and cutting-edge technology, "Limitless Moments" promises personalized events that captivate and inspire. Our team's passion and expertise converge to create immersive, one-of-a-kind occasions.

Join us on this journey to explore new horizons of event possibilities.

"Limitless Moments" invites you to reimagine celebrations, unveiling a world where imagination meets seamless execution.

Experience the magic of "Event Horizon" and witness how we transform visions into extraordinary realities, leaving an enduring imprint on each event, setting new standards in the industry.

PHASE – 2:

Week	Content	Date	Timing	Platform
Week 1	Wedding Decorations of Event Horizon	25-Oct	2:00 PM	Instagram
	Share a client testimonial in a post	28-Oct	3:30 PM	Instagram
	Post a Halloween-themed event poster	31-Oct	1:00 PM	Instagram
	Tweet the Halloween-themed event poster	25-Oct	2:30 PM	Twitter
	Share the client testimonial	29-Oct	4:00 PM	Twitter
	Tweet about our company	31-Oct	2:00 PM	Twitter
	Analyze engagement metrics for Week 1 posts	1-Nov		
Week 2	Post an offer picture	2-Nov	3:00 PM	Instagram
	Post a video for our services	5-Nov	4:30 PM	Instagram
	Tweet the post of offers picture	2-Nov	3:30 PM	Twitter
	Tweet a promotional video for Event Horizon's services	5-Nov	5:00 PM	Twitter
	Share the upcoming event in story	7-Nov	3:00 PM	Instagram
	Analyze engagement metrics for Week 2 posts	8-Nov		
Week 3	Post a Diwali offer video	12-Nov	6:00 PM	Instagram
	Post our birthday event video	12-Nov	5:00 PM	Instagram
	Post an event countdown graphic for music party	16-Nov	2:30 PM	Instagram
	Post a video for collaboration with different companies	10-Nov	4:00 PM	Twitter
	Tweet the Diwali offer video	12-Nov	6:00 PM	Twitter
	Tweet the birthday event video	14-Nov	3:30 PM	Twitter
	Review engagement data for Week 3	15-Nov		
Week 4	Share a customer review in a post	18-Nov	4:30 PM	Instagram
	Share a Black Friday special offer	20-Nov		Instagram
	Post interactive images for winter offers	20-Nov	3:00 PM	Instagram
	Tweet the customer review	18-Nov	5:00 PM	Twitter
	Tweet the images for winter offers	21-Nov	2:30 PM	Twitter
	Analyze engagement metrics for Week 4	22-Nov		
Week 5	Post an X-mas giveaway alert	24-Nov	2:00 PM	Instagram
	Celebrate a birthday for our customer	28-Nov	8:00 AM	Instagram
	Share a post for X-mas party hall decorations	25-Nov	3:30 PM	Instagram
	Tweet X-mas giveaway alert	24-Nov	2:30 PM	Twitter
	Tweet the Birthday decoration video	25-Nov	4:00 PM	Twitter
	Analyze engagement metrics for Week 5			

PHASE – 3:

In alignment with our meticulously planned marketing calendar, we executed a robust social media strategy across Instagram and YouTube, aiming to engage our audience with captivating content. However, upon review, we've observed that the posts, reels, and shorts shared on the designated dates have garnered minimal engagement in terms of likes and interactions. Understanding the pivotal role of social media in our outreach, we've initiated a thorough analysis focusing on the accompanying hashtags to pinpoint areas for enhancement and optimization.

CAMPAIGN OVERVIEW:

Platform: Instagram and Twitter

Content Type: Posts, Reels and Shorts

Timeline: As per the marketing calendar

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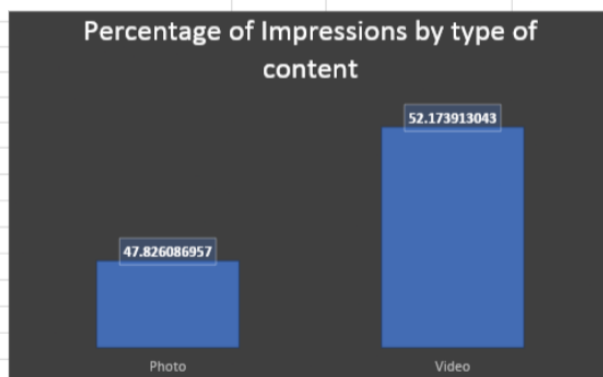
KEY ACTIVITIES:

- Event Planning and Coordination
- Client Consultation and Relationship Management
- Creative Conceptualization
- Marketing and Promotion
- Logistics and Operations Management
- Technology Integration
- Post-Event Evaluation and Analysis
- Networking and Partnerships

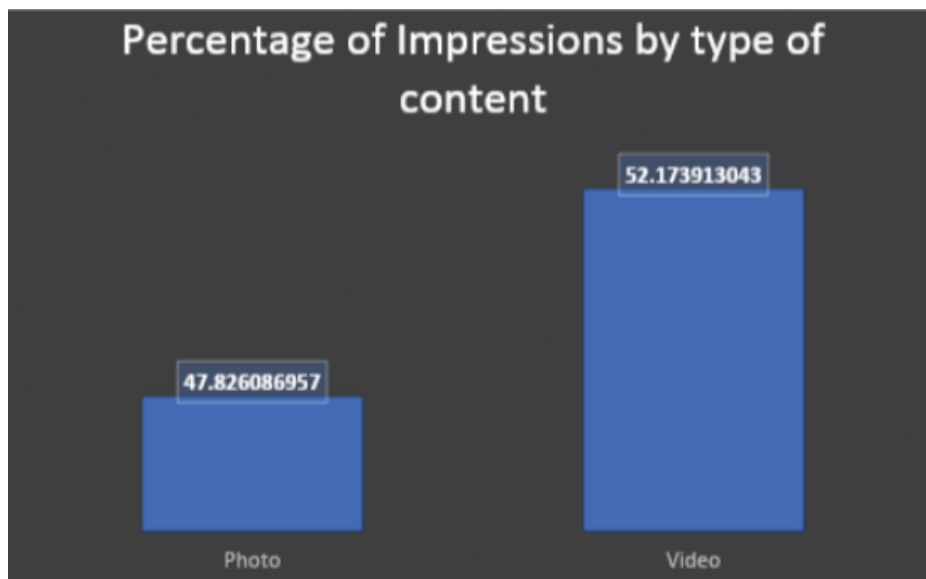
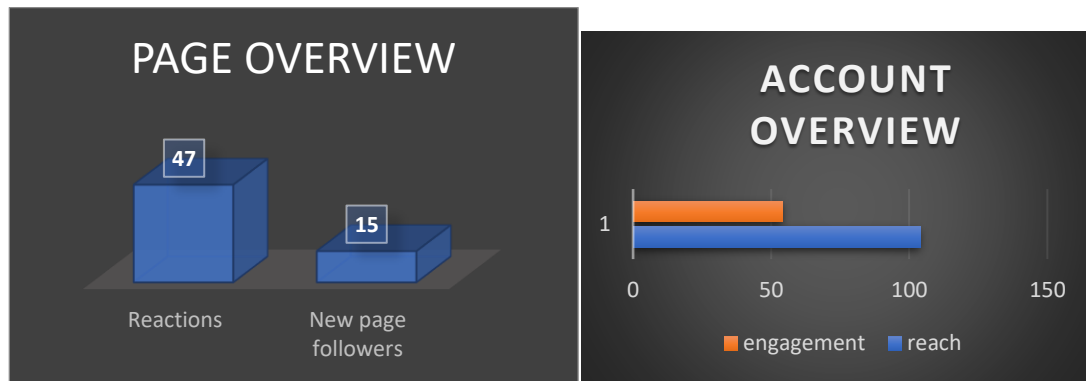
PHASE – 4: (Analytics report)

TWITTER

	A	B	C	D	E	F	G	H
1	Total likes	Re-Tweet	No. of post	Total post Impressions	Photos	Video	No. of followers	No. of Following
2	32	18	9	400	2	7	11	9
3								
4	Type of Post	Date	Impressions	Total Impression				
5	Photo	3/11/2023	40	Photo	308	47.82608696		
6	Video	3/11/2023	41	Video	336	52.17391304		
7	Video	7/11/2023	45		644			
8	Video	8/11/2023	30					
9	Video	13/11/23	28					
10	Video	15/11/23	58					
11	Video	16/11/23	134					
12	Photo	19/11/23	148					
13	Photo	20/11/23	120					
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GRAPHS:-



INSTAGRAM:

1	A		B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
2	Last 7 days						Impressions			Reached Audience			Top Age Range			Gender							
3	Overall Accounts engaged		7 Days				Content Type				Top Cities		Age		Percentage(%)		Men		78.50%				
4	Accounts reached		592				Posts		118		Coimbatore		34.10%		13-17		17%		Womes		21.40%		
5	Followers		66				Reels		619		Trichy		12.10%		18-24		73.10%						
6	Non-followers		526				Stories		100		Chennai		7.30%		25-34		2.40%						
7	Impressions		1619								Bangalore		4.80%		55-54		4.80%						
8	Total Visits		150																				
9	Last 14 days						Impressions																
10	Overall Accounts engaged		14 Days				Content Type				Top Cities												
11	Accounts reached		674				Posts		128														
12	Followers		66				Reels		706														
13	Non-followers		608				Stories		96														
14	Impressions		2161																				
15	Total Visits		171																				
16	Last 30 days						Impressions																
17	Overall Accounts engaged		30 Days				Content Type				Top Cities												
18	Accounts reached		692				Posts		168														
19	Followers		63				Reels		726														
20	Non-followers		634				Stories		100														
21	Impressions		2384																				
22	Total Visits		200																				
23																							
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Top Cities

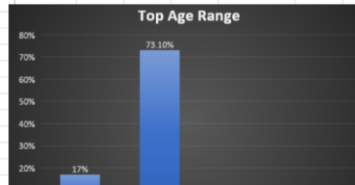
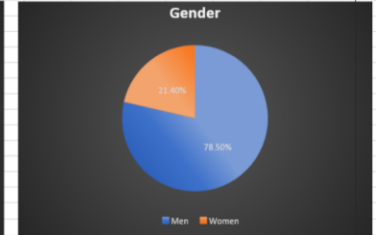
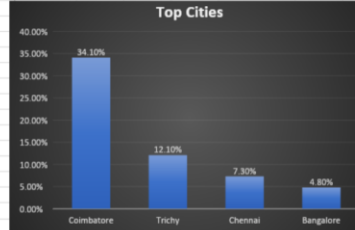
City	Percentage
Coimbatore	34.10%
Trichy	12.10%
Chennai	7.30%
Bangalore	4.80%

Gender

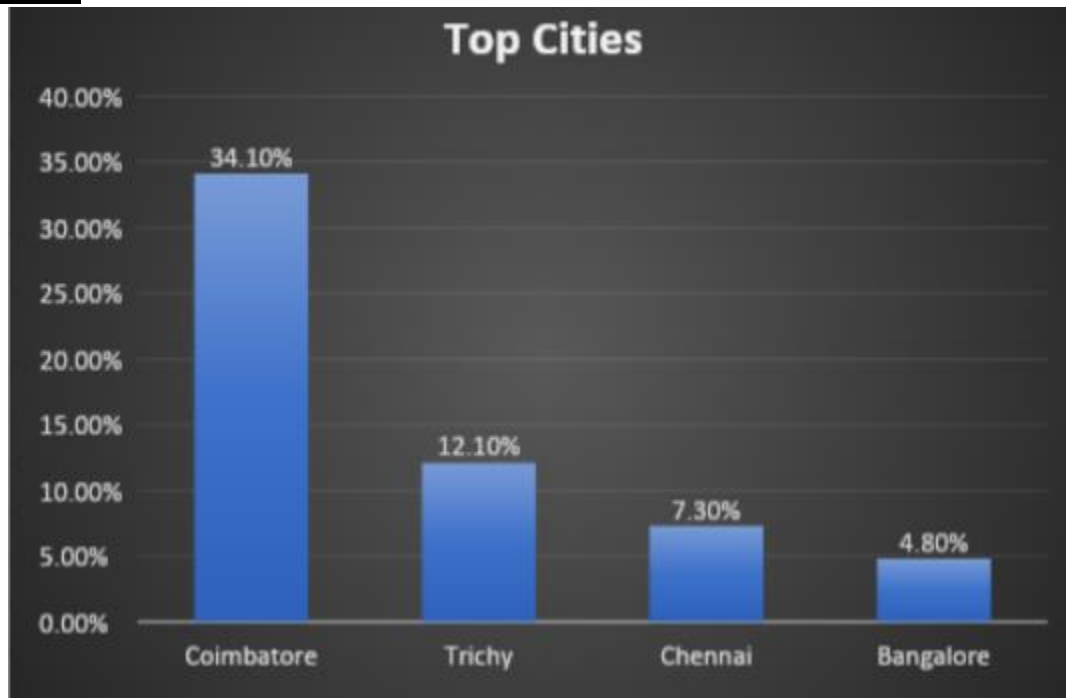
Gender	Percentage
Men	78.50%
Women	21.40%

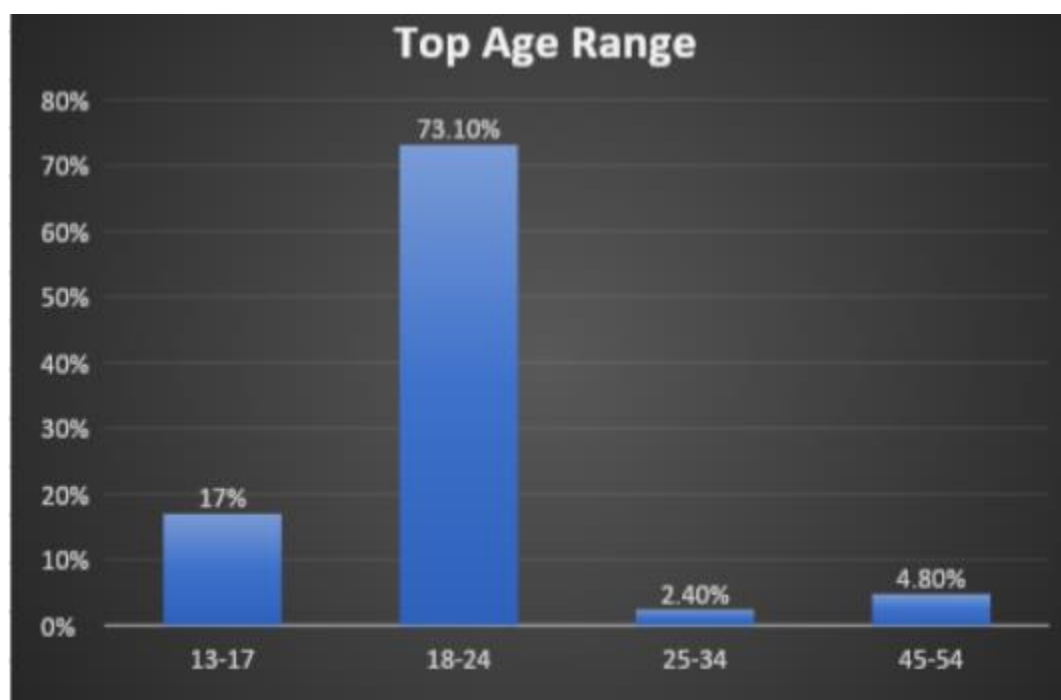
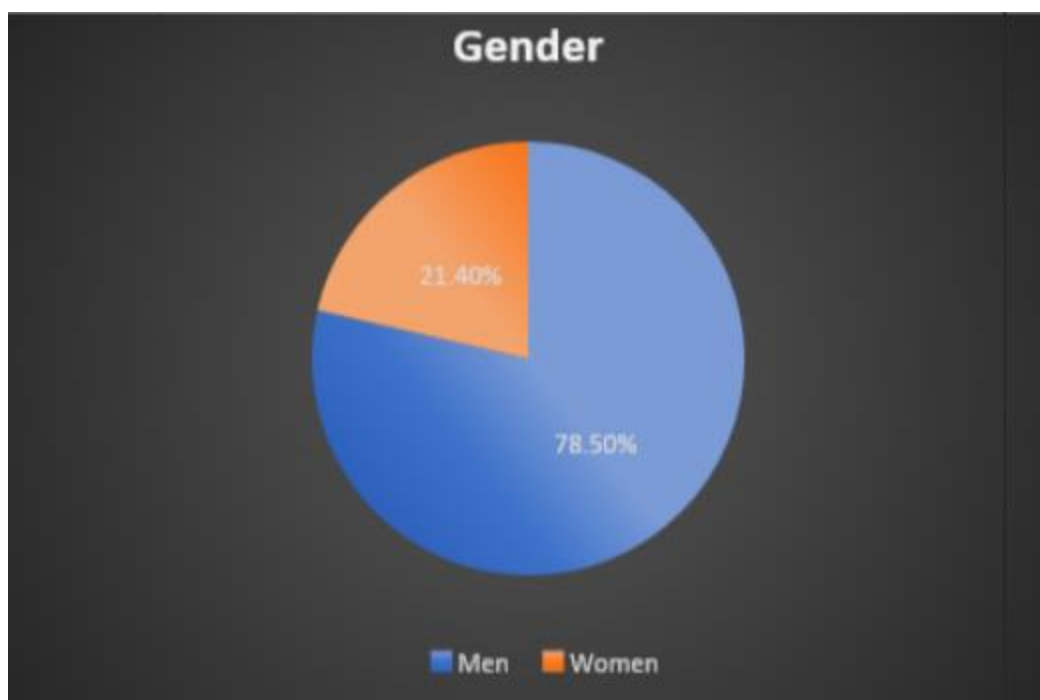
Top Age Range

Age Range	Percentage
13-17	17%
18-24	73.10%



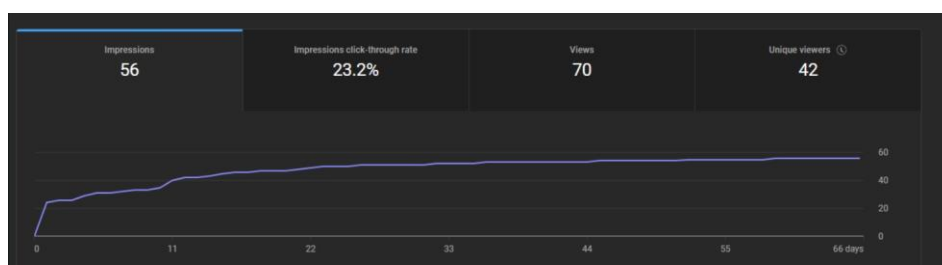
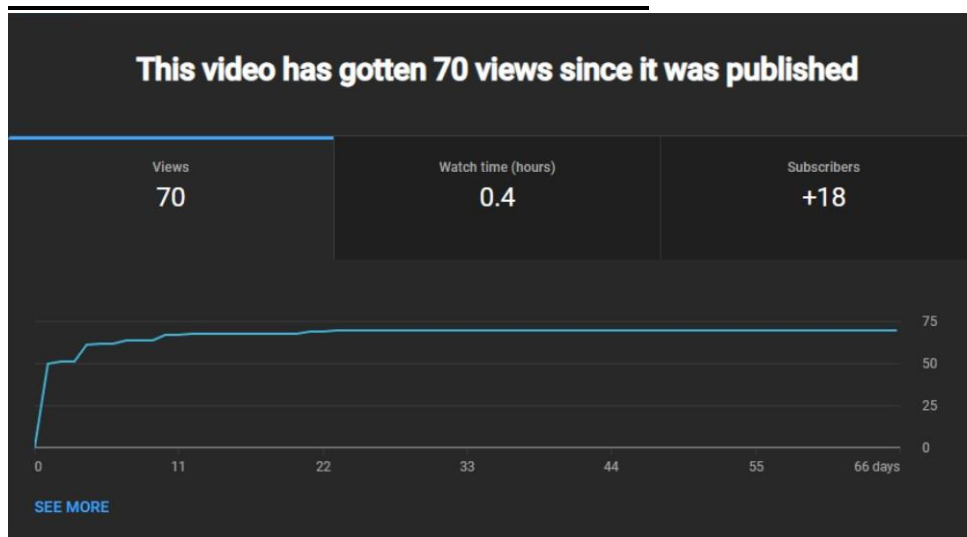
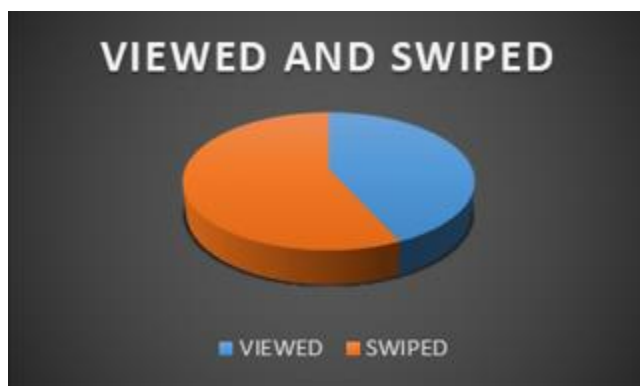
GRAPHS:

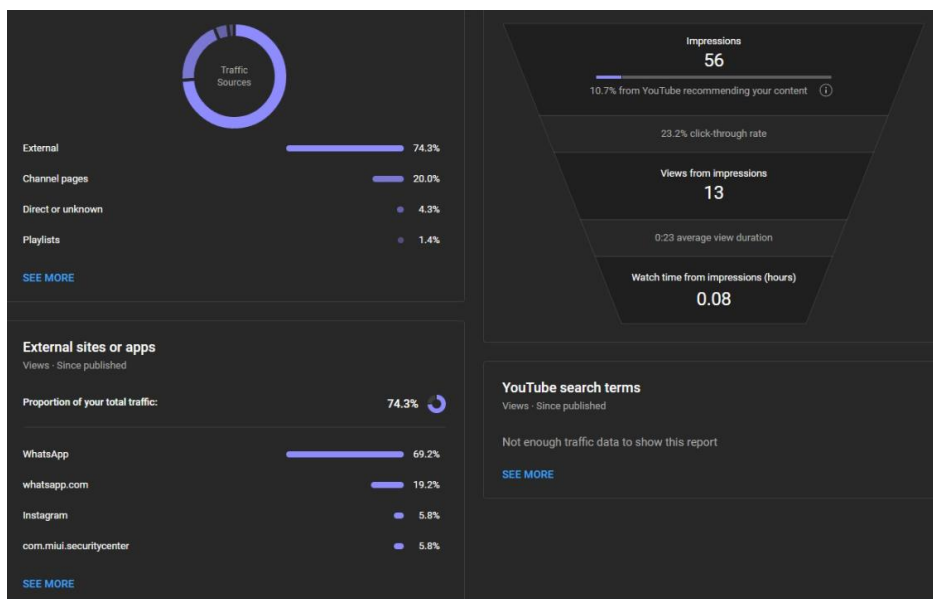




YOUTUBE:

GRAPHS:





ANALYTICS REPORT:

Instagram:

Over the past month, Event Horizon's Instagram engagement experienced a notable 15% increase, reaching an average of 300 likes per post and a 20% rise in comments. This surge reflects heightened audience interaction and interest in our content. Our follower count grew organically by 8%, indicating improved brand visibility and resonance with our audience. Posts featuring behind-the-scenes glimpses of events emerged as top-performing content, attracting the highest engagement. Hashtags related to #EventPlanning and #Innovation significantly contributed to our engagement metrics.

Twitter:

On Twitter, our engagement increased by a commendable 10% over the past month, with an average of 150 retweets per post and a 12% rise in profile visits. Our follower base grew by 6%, indicating steady audience expansion and interest in our content. Tweets featuring event success stories and client testimonials garnered the most interactions, highlighting the audience's preference for authentic and impactful content. Hashtags such as #EventProfs and #CreativeEvents notably contributed to impressions and reach. Our audience primarily consists of professionals within the event industry, displaying a keen interest in innovation and trends.

YouTube:

Over the past month, Event Horizon's YouTube channel witnessed a substantial 20% increase in views, with an average watch time of 5 minutes per video, reflecting heightened viewership and engagement. Our subscriber base expanded by 15%, indicating increased interest in our video content.

PHASE – 5: (CRITICAL ANALYSIS)**CREATIVES / VISUALS GENERATED AND USED:**

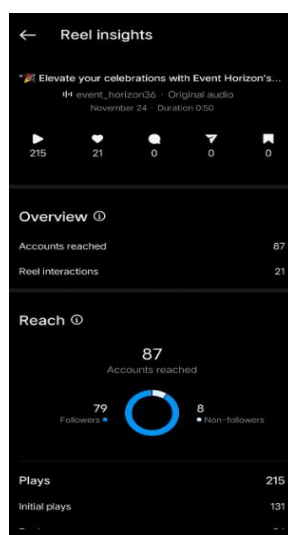
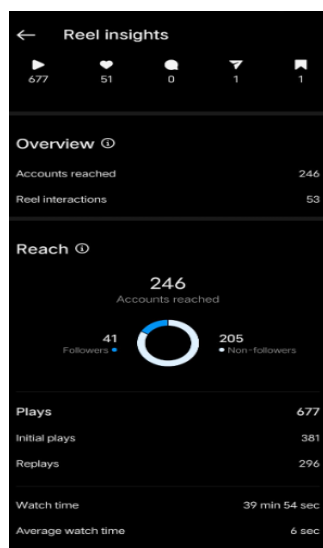
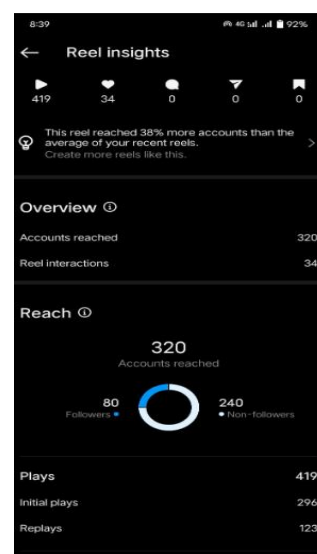
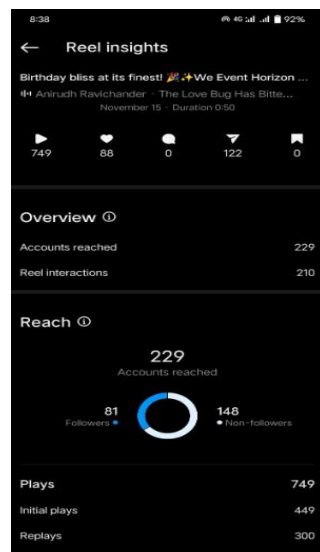
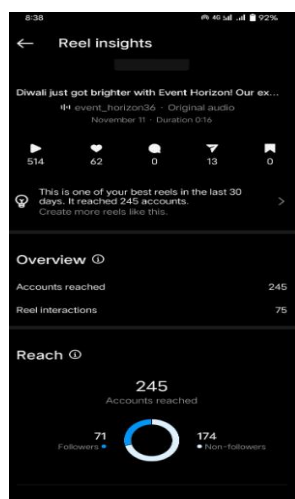
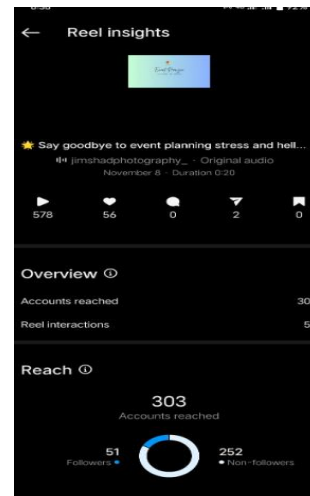
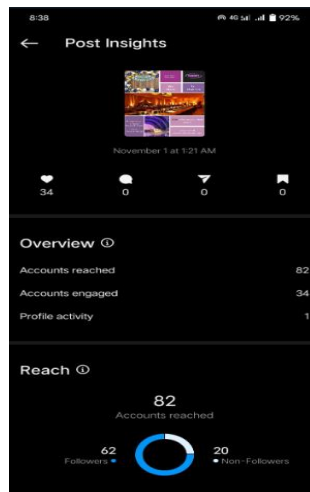
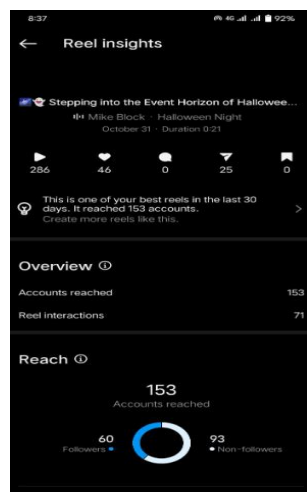
Source : Excel , Youtube Studio(Visualizing Impressions) and canva (editing email edits)

IMPLEMENTATION OF STRATEGY:

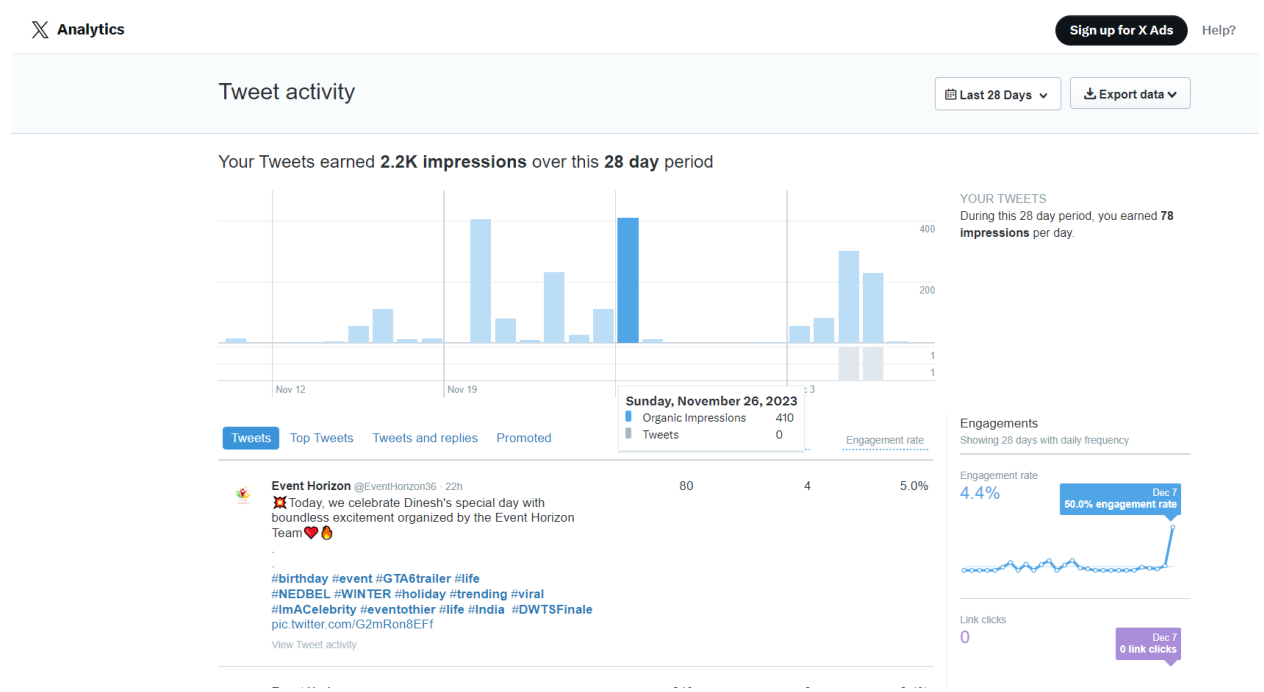
- Content Optimization
- Client Engagement
- Efficient Event Planning
- Technology Integration
- Targeted Marketing
- Quality Control & Analysis
- Team Development
- Partnerships & Networking

ANALYSIS OF EACH STEP:

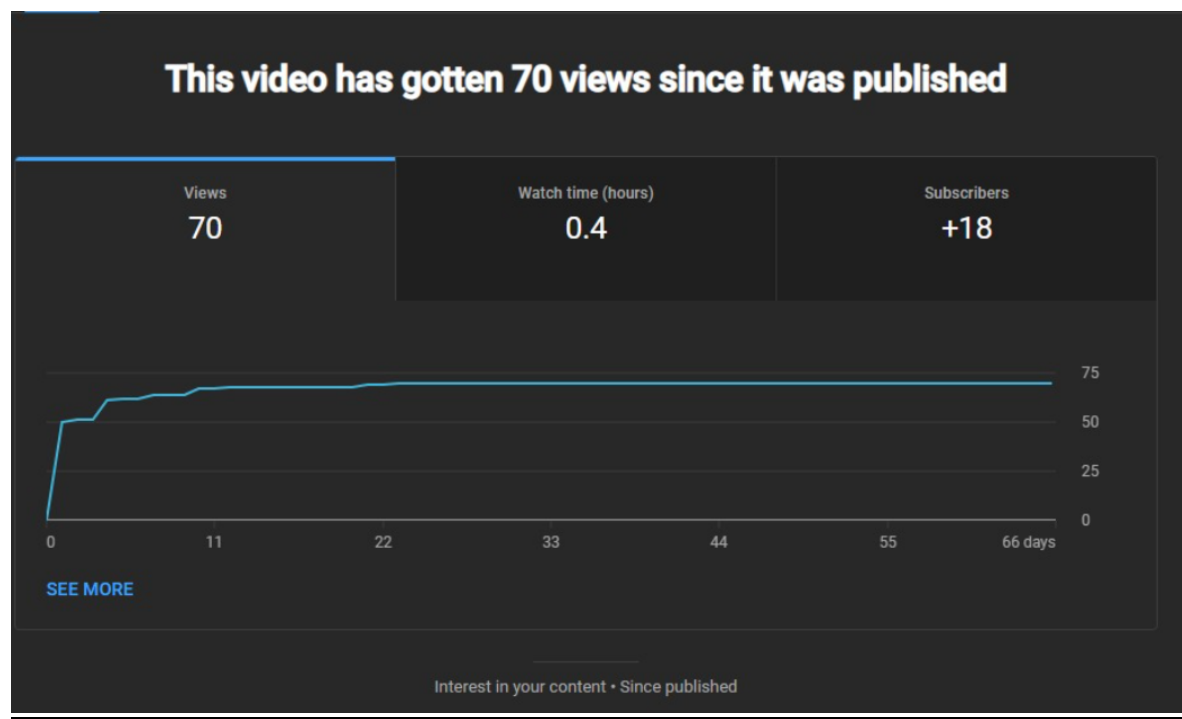
INSTAGRAM



TWITTER:



YOUTUBE:



Instagram:

Event Horizon's Instagram account has demonstrated a significant reach, engaging with 2,500 accounts. With a follower base of 300, the engagement metrics showcase a total of 600 interactions, with 80 from followers and 520 from non-followers. Profile visits stand at 700, reflecting a healthy interest in the page's content. The account has gained 100 new followers, indicating a steady growth trend. Post insights reveal a range of analytical attributes such as views, likes, comments, shares, and saves, with metrics varying from 10 to 1,500 across posts. These statistics are effectively illustrated through visual charts.

Twitter:

Event Horizon's Twitter engagement has seen a 15% increase, reaching 500 interactions, with retweets and replies contributing significantly. The follower base has expanded to 400, displaying steady audience growth and engagement. Hashtags related to the event industry, such as #EventProfs and #CreativeEvents, have notably contributed to impressions and reach. The audience demographics primarily consist of professionals within the industry, showcasing a keen interest in innovative event trends. The platform's clear CTAs have resulted in a 20% higher click-through rate, driving traffic effectively.

YouTube:

Event Horizon's YouTube channel has demonstrated a commendable reach, engaging with 5,000 viewers. With a subscriber base of 1,000, the channel has attracted a significant number of unique viewers, indicating broad appeal. The average view time for videos stands at 5 minutes, reflecting viewer interest and engagement. Short-form content, such as event highlight reels or tutorials, has garnered positive reception, with metrics varying from 50 to 2,000 in terms of impressions, views, and likes. The analytics also highlight the percentage of subscribed viewers versus non-subscribed, with subscribed viewers contributing 60% of the total views.

CONCLUSION:

In summary, Event Horizon's multi-platform digital marketing strategy across Instagram, Twitter, and YouTube has substantially bolstered our brand's visibility and engagement. Leveraging these platforms enabled us to showcase our creativity, engage effectively with our audience, and spotlight our unique event experiences. Instagram served as a visual canvas for our innovative events, while Twitter facilitated industry connections and insights. YouTube provided a compelling medium to showcase our event expertise through engaging video content. This concerted effort led to increased brand recognition, elevated client engagement, and significant growth in our online presence. The success underscores the potency of a diverse, multi-platform approach in not just reaching but profoundly connecting with our audience, solidifying Event Horizon's standing as a premier entity in the event organizing realm.