



## MODULE 8

# Part 1: Marketing for events



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**Disclaimer:**

These notes are adapted from the University of Cape Town and GetSmarter's course notes for Module 6 of the Events Management elective offered as part of the blended version of the UCT Postgraduate Diploma in Management and Marketing.

**Learning Outcomes:**

**LO1:** Explain how to conduct market research for event using relevant techniques.

**LO2:** Practice preparing a marketing plan for an event.

**LO3:** Describe the marketing mix and how it relates to events.

**LO4:** Use the various marketing mediums available.

**LO5:** Illustrate how to capitalise on merchandising during events.

**LO6:** Calculate the success and return on marketing investment of an event.

**LO7:** Explain the social, ethical and environmental issues related to event marketing.

## 1. Introduction

One might think that once the event concept has been finalised, the client has given the go ahead, and the operational, logistical, financial, risk, and design planning has been done, all that's left is to implement these plans and wait for attendees to arrive. However, this is not the case. Attendees may be the final addition to the event, but there won't be any attendees if they do not know that there is an event taking place, and they cannot know unless they are told. This is where event marketing comes in. In fact, the marketing research process starts long before any of the other steps in planning an event takes place, because event organisers have to assess the potential demand for an event through these research techniques to determine whether it is financially viable to host the event (Carmouche, Shukla & Anthonisz, 2010:254). Once demand has been established and the potential target markets have been identified, event marketers can start preparing a marketing campaign relevant to the specific event.

Event marketing can be defined as the:

Function of event management that can keep in touch with the event's participants and visitors (consumers), read their needs and motivations, develop products that meet these needs, and build a communication programme which expresses the event's purpose and objectives.

(Hall, 1997 cited in Allen et al., 2005:183)



This definition highlights the integrated nature of marketing – every piece of marketing communication and every strategic marketing decision must be in line with the target market's wants and needs and the event's objectives. The main message must be reflected in all the marketing efforts in order to create a seamless campaign with a memorable message (Carmouche, Shukla & Anthonisz, 2010:266). This set of notes considers each aspect of event marketing, starting with market research and moving on to the six Ps of event marketing, marketing communications, how to evaluate the success of a marketing campaign, and the social, ethical, and environmental considerations that event marketers have to take into account when developing their campaign.

## 2. Market research for events

Market research is an essential first step in the marketing process. When market research is conducted properly, it can provide invaluable information regarding:

- The demand for the event;
- Potential target markets that could be interested in attending;
- What these target markets are willing to pay to attend the event; and
- What communication channels would be most appropriate to use to reach the desired target market.

The purpose of market research is to understand the customer and determine how to meet the needs and wants of the event's target market in order to ensure that the event succeeds (Carmouche, Shukla & Anthonisz, 2010:254). Once thorough market research has been conducted, a marketing plan can be drafted and the marketing strategy can be implemented.

Market research should be conducted at a macro level to analyse what external forces (such as trends that affect the leisure industry, the event sponsorship and funding environment, seasonal popularity and prevalence of events in a specific area, and technological developments within the event industry) might affect the particular event, as well as at the micro level to better understand, segment, and target consumers (Allen et al., 2005:189-190). A useful tool to use when analysing how these external and internal factors might affect a specific event, or the event company in general, is a SWOT analysis. The SWOT analysis will allow the event manager to see the potential strengths and weaknesses of the event itself (factors in the internal environment), and the opportunities and threats presented by the external environment.

### **SWOT analysis:**

Refer to your Module 4 notes for more information on how to conduct a SWOT analysis.



## 2.1 The five Ws of event marketing

As part of the initial event screening process, it is useful to ask the following five questions, as the answers to these questions will affect how the event is marketed:

1. **Why and what?** These two questions overlap, as marketers have to ask why the event is being held, and what the purpose of the event is. For example, is the event aimed at providing entertainment, serving an educational purpose, to raise funds, or to promote a product or cause? In other words, what is the main event objective?
2. **Who?** The target audience for each event will differ (the event objective will largely determine the target audience), and event marketers must ask who the event is for so that they can tailor their marketing communications strategy accordingly. For example, marketing materials used to attract an event aimed at children or teenagers will differ vastly from the materials used to attract international business managers for a conference.
3. **Where?** The location and type of venue that is selected must add to the appeal of attending the event and reflect the main theme and purpose. The venue can assist in marketing the event, as a reputable, unique, or easily-accessible and aesthetically-appealing venue is a selling point for marketers.
4. **When?** Marketers must ensure that they communicate the event date and time well, and conduct research to make sure that the proposed timing is convenient for the target market, and that it does not place the event in direct competition with other similar events or activities aimed at similar target markets. It is also important to consider how marketing communications and promotional activities are timed. The industry has become very competitive, so timing the flow of marketing material has become important and has an influence over what events people choose to attend.

(Hoyle, 2002 cited in Carmouche, Shukla & Anthonisz, 2010:253)

## 2.2 What should market research focus on?

There are many different methods for conducting market research. The type and extent of the research will depend on factors such as

- The size and scope of the event;
- The event objectives;
- The event research budget; and
- The time and resources that can be allocated to conducting the research.

What is important, however, regardless of the type of event or marketing budget, is that a marketing campaign is not simply launched without taking the time to find out anything

about the target audience and potential demand. Launching a marketing campaign blindly could result in wasted time and resources if the marketing messages do not reach, or have the desired effect on, the target audience.

According to Carmouche, Shukla and Anthonisz (2010:254-255), market research should focus on the areas outlined in Table 1.

**Table 1:** Different areas of market research for events.

Market research area	What it involves
Market segmentation	Identifying the target markets for the event by finding out which groups or individuals have similar interests and patterns of demand that would make it likely for them to attend the event. Consumers can be segmented according to: <ul style="list-style-type: none"> <li>• Geographical location;</li> <li>• Socioeconomic status;</li> <li>• Demographic factors;</li> <li>• Family life cycle stage; or</li> <li>• Psychographic factors.</li> </ul>
Trends and demographics	Studying population trends such as age, gender, and household and family composition to determine which demographic categories the event's target market fall into.
Competition identification and evaluation	Using competitor analysis techniques to identify other events that may be competing for the same target market.
Opportunities to identify new markets for the event	Researching the prevalence of new, previously-untapped markets that could be interested in attending the event.
Event demand	Finding out how many people would potentially want to attend the event, and whether they are able to afford purchasing tickets to attend (if the event is commercial in nature). Demand is very dependent on economic factors and the prevalence of other similar events being held around the same time.

### 3. The event marketing plan

After sufficient market research has been conducted, a marketing plan can be drafted. It is important to draft the marketing plan to fit into the event cycle so that marketing activities can be launched at appropriate times throughout each stage of the event (Carmouche, Shukla & Anthonisz, 2010:256). For example, marketing for a large event such as a music concert or a prominent sporting event may start a few months before the event, and ticket sales would open well in advance too in order to ensure that the event organisers can start planning appropriately for the anticipated demand.



Event marketers may also collaborate with media partners, such as radio stations, magazines, or corporate partners to help create publicity and awareness and perhaps host competitions where participants will have the opportunity to win tickets.

A comprehensive marketing plan for an event should include the following sections:

- A statement of purpose (vision and mission for the event in general and the marketing plan in particular).
- Marketing objectives that need to be achieved (including expected results).
- Analysis of the internal and external environment (SWOT analysis), competitors, and the event positioning.
- A summary of the different event components (product and service offerings presented by the event), as this is what will need to be marketed.
- Breakdown of the event target markets.
- Marketing budget.
- Marketing schedule for the various promotional and communication activities (refer to Section 3.1 for more information regarding the marketing schedule).

(East Lothian Council, 2016; Shone & Parry, 2013:207)

Follow [this link](#) to download a template for an event marketing plan. This template can be customised according to the specific event in mind, and although it is just one example of how the marketing plan can be set out, it provides a guide for which headings and sections to include in a marketing plan. Fáilte Ireland, the national tourism development authority in Ireland, also provides a very useful [marketing guide](#) to consult when completing a marketing plan. The guide also includes a section on rolling out an e-marketing strategy.

#### **Event marketing recommended reading**

Event marketing is paramount. But why? What considerations give this task its importance for event management? In the following article read through the sections that discuss the impact of event marketing, four reasons to use event marketing, and seven secrets that outperform expectations. You can access the reading on [event marketing here](#).

## **3.1 The marketing schedule**

As part of the marketing plan, a marketing schedule should be drafted to keep track of marketing activities. The schedule fulfils the following functions:

- Outlines what has to be done, and when it needs to be done by.



- Stipulates lead times for preparing the necessary marketing materials.
- Identifies potential promotion and communication opportunities.
- Allows for the maximisation of brand awareness opportunities (the further in advance the marketing activities are planned, the easier it is to include as many opportunities to expose the target market to the brand as possible).
- Creates the opportunity to target promotional materials based on sales volume (marketing activities can increase if sales volume is low, and decrease when sales volume is high).

(Carmouche, Shukla & Anthonisz, 2010:256)

### **How is marketing events different from marketing offerings?**

The primary difference between marketing events and marketing traditional offerings is that events are:

- Short term (lasting anywhere from a few hours to several weeks);
- Infrequent (ranging from once-off events to annual events or mega-events that are staged every few years); and
- Experiences, as opposed to products or services.

Remember to always keep in mind that events, unlike tangible products or routine services, are limited in duration and have an “expiry date” so to speak – they take place at a specific place and time, and are seasonal in nature. This should be kept in mind when developing and implementing a marketing campaign, as there is a limited window of opportunity in which to reach the desired target market and sell as many tickets or create as much awareness as possible. The aim of the marketing campaign should be to get as many people as possible to commit to attending at a certain date or purchasing tickets in advance.

Consumers will base their decisions to attend an event on factors such as:

- Previous experience of the event and other similar events,
- Expectations of the event, including the type of exhibitor, the performers, the venue, the cost (time and monetary) of attending the event; and
- The accessibility of the event destination.

### **What about marketing campaigns?**

Because event marketing emphasises the experiential aspect of events, which (one could argue) is what an event essentially is about – an experience, experiential marketing campaigns are the most suited to event marketing.





For your own learning exploration, research what some of the most successful and popular experiential marketing campaigns have been about. To jumpstart your research, here is an article of some of the [“coolest experiential marketing campaigns”](#) HubSpot claims to have seen.

## 4. The marketing mix (six Ps of event marketing)

By this stage you should all be familiar with the four Ps of marketing that comprise the marketing mix – product, place, price, and promotion. In order to create a successful product or service offering, it must be:

- Useful and relevant to the target audience;
- Positioned and located correctly;
- Priced correctly to cater to the target audience; and
- Promoted and distributed through the correct channels.

(Van der Wagen, 2001:61).

Hoyle (2002 cited in Carmouche, Shukla & Anthonisz, 2010:258), expands on this concept by identifying five Ps that are relevant to event marketing:

1. Product
2. Price
3. Place
4. Public relations (PR)
5. Positioning

Additionally, Carmouche, Shukla and Anthonisz (2010:258) recognise that promotion is also a vital elements of the event marketing mix, and assert that it would stand event marketers in good stead to consider the event marketing mix in terms of the six Ps of event marketing.

Table 2 on the following page outlines how each of these six Ps apply to event marketing.

**Table 2:** The six Ps of event marketing. (Source: Carmouche, Shukla & Anthonisz, 2010:258-260)

Marketing mix element	Application in an event context
Product	<ul style="list-style-type: none"> <li>• The end result: Actual event</li> <li>• Ancillary contributions: Presentation, programmes and materials, production quality, and customer care</li> <li>• Design characteristics: Food and drink, seating, theme, staging, and entertainment</li> <li>• Branding: Prominence given to name of event and what the name means to consumers (creating a brand personality)</li> </ul>
Price	<ul style="list-style-type: none"> <li>• Pricing strategy: Tickets to be sold or free entry, discriminatory prices for certain target markets or one price for all attendees, or discounted prices at times of low demand and higher prices at times of higher demand or a set fee</li> <li>• Pricing is based on: Event objectives, demand, target audience demographics, and competitor (direct and indirect) pricing strategies.</li> </ul>
Place	<ul style="list-style-type: none"> <li>• Distribution channels: How will the product be made accessible to the target audience? Potential distribution channels include:</li> <li>• Ticketing agents/outlets (e.g. Computicket)</li> <li>• Telephone or internet order</li> <li>• Retail outlets or box offices</li> </ul>
Public relations	<ul style="list-style-type: none"> <li>• Media relations: Building and maintaining favourable relationships with prominent media partners to obtain favourable media exposure for the event in newspapers, radio broadcasts, online news sites, and magazines and other publications.</li> <li>• Public relations: Influencing public perception of the event. This communication can be done via official press releases, media articles, or communication via the event's official website.</li> </ul>
Positioning	<ul style="list-style-type: none"> <li>• Positioning the event against the competition: Emphasising why the event is better than other competing events</li> <li>• Highlighting the unique selling proposition (USP) of the event: What makes this event different?</li> <li>• Aligning the event with something well known and valued by the consumer: Such as a cause or brand</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>• Advertising: Television, radio, outdoor posters, newspapers, and magazines</li> <li>• Sales promotion: Merchandising, flyers, and brochures</li> <li>• Personal selling: Via sales teams, websites, videos, newsletters, and CDs</li> <li>• Social media: Facebook, Twitter, YouTube etc.</li> <li>• Public relations and publicity: Press releases and media coverage handling the image of the event</li> <li>• Sponsorship</li> </ul>



## 5. Marketing communications

No matter how brilliant and innovative, or how well-established an event is, if the potential attendees are never reminded about the event, they are unlikely to attend. A marketing communications campaign forms a crucial part of the overall event marketing strategy and is aimed at informing the intended target markets of the event. The communications campaign should always be fully integrated (i.e. present a consistent message about the brand or product across all marketing platforms whether traditional or online), and should include a mix of traditional communication channels (for example radio, television, posters, and newspapers) and e-marketing (Carmouche, Shukla & Anthonisz, 2010: 260).

The marketing communications mix for an event can include the following elements:

- Sales promotions
- Media relations and publicity
- Advertising
- Direct marketing
- Digital marketing and social media campaigns

Sales promotions, media relations and publicity, and advertising are discussed in more detail in the sections that follow.

### The power of social media:

Social media use is more prevalent at events than ever before, and in the same way that digital marketing and social media campaigns form an integral part of any modern-day business strategy, event marketers also need to ensure that their marketing efforts include these digital mediums. The aim is to engage attendees and create experiences that make the audience feel like they are part of the event as opposed to passive bystanders. The following resources provide useful insights into how social media and technology can be used to market events and create engaging experiences:

- [Story Making: Turning passive customers into active storytellers](#): In this informative video presentation, Khaleed Juma, Creative Director at Mosaic, shares his insights into how to create engaging events that turn guests into storytellers or co-creators of a brand message.
- [Measuring the impact of social media activity](#): This BizBash article discusses how to go beyond quantitative measurements such as counting the number of views or followers on a social media campaign and delve deeper to explore the qualitative significance and impact of social media campaigns.
- [Before and after social media event marketing](#): This article presents findings on data collected from over 25 million social media posts and discusses what event attendees



talk about before and after the events. Consider the examples and tips as they can help you better understand how various marketing mediums can be utilised effectively.

## 5.1 Sales promotions

Getz (1997:310 cited in Carmouche, Shukla & Anthonisz, 2010:261), defines a sales promotion as:

A non-recurrent action intended to generate sales or increase attendance. A sales promotion seeks to add value to the decision to purchase or attend, and to convey a sense of excitement and urgency. It can also stimulate a first visit, encourage repeat visits, and generate positive word-of-mouth discussion. Sponsors can be found to create the promotions or participate in those invented by the event marketer.

For example, running a competition during the build up of the event generates interest in the event and could lead to increased ticket sales (as it positions the event as a sought-after and desirable purchase that people would want to win tickets to). An event, like any other product or service, must be sold to the target audience, and the sales team must be well informed of the objectives and target audience to create effective promotional strategies (Carmouche, Shukla & Anthonisz, 2010:261).

While many of the promotional activities take place before the event, in some cases there are sales that take place at the event itself, and these sales activities could include:

- Merchandising;
- Selling souvenirs;
- Franchising; and
- Trade stalls.

These promotional sales activities hold the potential to contribute to the event profit in a significant way.

## 5.2 Media relations and publicity

Event organisers should give careful attention to media relations and publicity, and a strategically-planned publicity campaign should be used to compliment advertising efforts. The main benefit of making use of publicity is that it is most often free (or considerably less expensive than advertising), and therefore allows news about the event to reach a large number of people in a cost-effective manner. It is important to start planning and implementing the publicity campaign well in advance – preferably a few months before the event – in order to prepare potential attendees and remind them to diarise the event (Carmouche, Shukla & Anthonisz, 2010:262).



Some examples of how to gain media attention and publicity include:

- Holding press conferences;
- Providing photo opportunities; and
- Contacting journalists that specialise in reporting on topics linked to the event's area of interest.

#### **How to gain more publicity for an event:**

With so many events competing for potential attendees' (and journalists') attention on a weekly basis, it can be challenging to ensure that an event obtains the publicity and media coverage it needs. Fortunately, there are many seasoned publicity professionals who are willing to share their advice. If you would like to find out how to get more publicity for an event, read [this BizBash article](#) for eight tips from the professionals.

### **5.3 Advertising for events**

Before launching an advertising campaign, it is important to determine what advertising channels would be most appropriate given the target audience and nature of the event (Carmouche, Shukla & Anthonisz, 2010:262). For example, a community fête or funfair could be promoted by distributing flyers to local schools, offices, and supermarkets, and by putting up posters around the neighbourhood and in neighbouring towns. On the other hand, a large-scale music concert would be better advertised through national broadcast media channels, online advertising, and social media campaigns.

To measure whether an advertising campaign for an event was successful, the following questions can be asked:

- Did it promote awareness of the event?
- Did it pass on knowledge of the relevant event details?
- Did it create a desire in the target audience to participate in or attend the event?
- Did it stimulate a conviction that the event is worth attending (that the benefits outweigh the costs)?
- Did it aim to establish long-term attendance patterns for future events?
- Did it promote the event's image and logo?
- Did it come across as positive and attention grabbing?

(Carmouche, Shukla & Anthonisz, 2010: 262)



Table 3 outlines some key marketing materials that are particularly useful for promoting events. Remember that a good marketing campaign will include a wide range of marketing materials, and event marketers should not limit themselves to the materials mentioned in this table. Other marketing materials that can and should be used (depending on the nature and size of the event) include television advertising, brochures, association directories, specialist advertising (such as branded merchandise), and online and social media advertising.

**Table 3:** Examples of different types of advertising that can be used to market events. (Source: Carmouche, Shukla & Anthonisz, 2010:262)

Type of advertising	Description
Flyers or posters	Flyers and posters are inexpensive and easy to produce and distribute, and they provide a tangible reminder of the event (think about how many flyers end up on kitchen counters, fridges, and in cars). They are not very eco-friendly however, and if they are not disposed of properly they pollute the vicinity in which they are distributed or put up.
Press articles	Press articles are a form of publicity and are usually free. They can be targeted at relevant media channels that potential event attendees are attracted to, but careful thought must be given to which publications are targeted, otherwise the message might not reach the intended event target audience.
Radio	Radio advertisements can reach niche target markets, as specialist stations can be targeted (for example, a classical music concert can be promoted on a classical music station). This type of advertising is normally reserved for larger events, however, as radio advertising is expensive.
Stunts	Stunts are an excellent way to attract attention and gain media exposure. However, it is important that the stunt is relevant to the objectives of the event, otherwise the event's image could be tarnished.

### The power of digital marketing and social media:

Online tools, and social media platforms in particular, have undoubtedly provided increased opportunities for marketers to disseminate their messages to the right target audiences. It is inexpensive compared to traditional media, efficient to use, and able to reach a wide audience (as well as niche audiences by targeting specific sites aimed at particular interest groups). Additionally, the data that is gathered from interactions on social media platforms provide marketers with invaluable information about their target market (Carmouche, Shukla & Anthonisz, 2010:264).

Rocking the Daisies is one example of a South African music festival that leveraged the power of social media to generate interest, promote ticket sales, and conduct marketing research to provide return on investment (ROI) data for their sponsors. You can read more about their strategy and its results on pages 61 to 68 of the [Quirk Digital Marketing Textbook](#).



## 6. How to evaluate the success of a marketing campaign

After all the hard work and effort has been put into conceptualising, planning, implementing, and monitoring a marketing campaign, the next question that event marketers will want to ask is, “how do I know that this campaign was a success?”. The natural response to that question would be to highlight the number of ticket sales or attendees at an event, or to consider whether the event made a profit or a loss. However, this is just scratching the surface of the potential ways in which the return on marketing investment can be measured.

Return on marketing investment (ROMI) stems from the traditional business concept of return on investment (ROI) – a ratio or percentage that measures the amount of monetary return that an investor receives on a given investment, relative to the amount that he invested (the cost of the investment) (Investopedia, LLC., 2016). In the context of event management, the event organisers and sponsors that are involved in funding the event need to know whether the money that they have invested in producing the event was well spent, and whether they received any returns on their monetary contributions.

Event marketers can use qualitative and quantitative measures to determine an event’s ROMI. These measures should be outlined in the marketing plan, and be used to measure the quantifiable objectives stipulated in the plan. Any marketing tools that are used should be monitored and tracked, and systems should be put in place to ensure that data regarding the performance of each of these tools is tracked (Carmouche, Shukla & Anthonisz, 2010:267).

### **Quantitative measurements:**

Any aspect of an event’s marketing campaign that can be measured statistically qualifies as a quantitative measurement. Some examples of quantitative indicators for an event include the following:

- Number of ticket sales generated by the organiser or ticketing outlet.
- Value of the event merchandise compared to the sales value of the merchandise.
- Cost of advertising per event attendee.
- The number of sales leads that were generated through online advertising.
- Cost per click for online advertising.
- The number of column inches gained from press releases and news articles.

(Goldblatt, 2008 cited in Carmouche, Shukla & Anthonisz, 2010:268)



Some aspects of event marketing cannot be measured by analysing statistical data. For example, it is not easy to measure the percentage of value that an attendee feels they have gained from the event's marketing materials, or how valuable the marketing efforts are to sponsors and other stakeholders. In order to find out more about perceptions, attitudes, and opinions, the following qualitative methods could be used (Carmouche, Shukla & Anthonisz, 2010: 268):

- Interviews (with a sample of event attendees or stakeholders).
- Surveys and questionnaires (conducted after the event, either by handing out questionnaires on location, or emailing the questionnaires to attendees).
- Focus groups (with attendees and the public to determine their sentiments surrounding specific aspects of the event).

For event marketers to gain the best possible information, a mix of both quantitative and qualitative measures should be used to determine the success of the marketing campaign. This information will provide valuable insights into how event marketers can improve on their marketing strategy to generate a greater ROMI for event organisers and sponsors alike.

## 7. Social, ethical, and environmental issues in event marketing

Event marketers do not operate in isolation from the rest of society – each decision that they make in relation to how they market an event has an impact on their social and physical environment. Marketers are experiencing increased pressure from the general public and activist groups to be more conscious of the environmental impact of their activities, and it has become increasingly important for businesses to shift their focus from simply pursuing profit to taking a holistic triple bottom line (TBL) approach and addressing environmental and social concerns along with economic concerns (Carmouche, Shukla & Anthonisz, 2010:269).





**Figure 1:** Socially-responsible event marketing involves taking a holistic, triple bottom line approach and focusing not just on profits, but also on the planet (environment) and people (social responsibility). (Source: Carmouche, Shukla & Anthonisz, 2010:269)

Module 10 will emphasise the importance of staging green and sustainable events; however, remember, the marketing plan forms part of the overall event plan and, as such, greening practices should be incorporated into the marketing plan too. Marketing is often the part of the event that is most visible to the broader public, which means that public scrutiny regarding the event's greening and sustainability practices will start with the marketing campaign.

Carmouche, Shukla and Anthonisz (2010:270) suggest that marketers should consider implementing some of the following practices as part of developing a sustainable marketing strategy:

- **Recyclable marketing materials:** Marketers should aim to only use marketing materials that can either be replaced or recycled, particularly when it comes to packaging and paper-based materials.
- **Valued promotional items and gifts:** To reduce waste, marketers should only distribute gifts and promotional items that are of value to the target market and that are not likely to be disposed of. It is also good to question whether promotional items are necessary at all, and to scrutinise the sustainability of these items.
- **Sustainable forestry paper:** When possible, paper should only be sourced from sustainable forests. It is also possible to significantly reduce paper usage by using online communication instead.
- **Video conferencing vs travel:** For business and professional events, excessive travel may be reduced by using video conferencing and online forums instead.



- **Ethical sourcing:** Events should impact their communities positively, and part of doing this is to participate in ethical labour and product sourcing practices. Fair trade marketing materials should be used when possible.

#### Ethical issues in the marketing mix:

Percy and Elliot (2009 cited in Carmouche, Shukla & Anthonisz, 2010:271) have identified some ethical issues related to the event marketing mix that event marketers need to be aware of the following:

- **Product:** Failing to provide adequate product information and to not disclose any risks that may be associated with the event, or not delivering on what was promised in marketing materials.
- **Place (distribution):** Selling counterfeit tickets or tickets not arriving from the ticketing agent.
- **People:** Poor customer service or the use of untrained volunteers, resulting in negative interactions between the event staff and attendees.
- **Promotion:** False or deceptive advertising, for example, false claims about event features, and not assessing the environmental impact of marketing materials.
- **Pricing:** Providing complimentary tickets or corporate hospitality tickets that go unused, resulting in potential event attendees not being able to gain access to the event.

Based on the content that you have covered in this set of notes, can you think of some examples of the social, environmental, and ethical considerations that event marketers will have to take into account when planning and implementing their marketing campaigns? What advice would you give to event marketers who desire to take these factors into account? Share your thoughts on the discussion forum.

## 8. Conclusion

In a fast-paced, technologically-driven, event-saturated world, event marketers need to be more prepared and thorough in their market research, yet simultaneously more adaptable and able to keep up with changing marketing trends than ever before. It is essential to pinpoint the correct target audience through market research and ensure that the marketing campaign is tailored to deliver a consistent message in line with the target audience's needs and wants, and the event's objectives, through every element of the event marketing mix.

It is also essential to reflect on the success of the campaign and put measures in place to determine return on marketing investment, as this will help both event organisers and sponsors to assess how feasible it is to continue supporting the event. Additionally, event marketers must also be mindful of the social, ethical, and environmental impacts of their



planned marketing activities and ensure that the success of the event isn't at the expense of any aspect of the environment or stakeholders.

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