

EVENT MARKETING LOGISTICS

DELIVERING SUCCESS ONE MOMENT AT A TIME



Event Marketing Beyond Logistics And Planning

**Peeter Verlegh, Hilde Voorveld, Martin
Eisend**



Event Marketing Beyond Logistics And Planning:

The Event Marketing Handbook Allison Saget, 2012 Industry expert Allison Saget shows marketing professionals how to maximize return on investment for the dollars their companies spend on events Features case studies planning templates sample time frames event programs and names of associations *The Event Marketing Handbook* Allison Saget, 2006 See

Events Marketing Management Ivna Reic, 2016-09-19 This textbook provides students with an essential introduction to the theoretical underpinnings and practicalities of managing the marketing of events In order to market events effectively it is vital to consider marketing of events from the organiser's perspective and to link it to that of the consumers attending events As such this is the first book on the topic which reflects the unique characteristics of marketing in the Events industry by exploring both sides of the marketing coin the supply and the demand in the specific context of events The book takes the reader from core marketing mix principles to exploring the event marketing landscape to consumer experience and involvement with event marketing and finally strategies and tactics employed to manage the marketing activities related to events The use of technology importance of sponsorship and PR are also considered International case studies are integrated throughout to show practical realities of marketing and managing events and a range of useful learning aids are incorporated to aid navigation throughout the book spur critical thinking and further students knowledge This accessible and comprehensive account of Events Marketing and Management is essential reading for all students and future managers

Events Management Peter Robinson, Debra Wale, Geoff Dickson, 2010 Event management studies are fast growing in popularity covering a diverse range of activities such as music and film festivals concerts sporting events and conferences This textbook gives a broad and practical coverage of the major themes in events Outlining both the historical developments and current state of the industry whilst also taking into account wider political and cultural issues the book covers the different elements of planning project management health and safety funding operations human resources marketing and logistics that are vital for successful management Critical issues such as impacts sustainability and legacy of events are also discussed Supported by international case studies and review questions Events Management provides a current and up to date view of the industry in this field Events Management Glenn A. J. Bowdin, Johnny Allen, Rob Harris, Leo Jago, William O'Toole, Ian McDonnell, 2023-07-31 A must have introductory text of unrivalled coverage and depth focusing on events planning and management the fourth edition of Events Management provides a complete A to Z of the principles and practices of planning managing and staging events The book offers a systematic guide to organising successful events examining areas such as event design logistics marketing human resource management financial planning risk management impacts evaluation and reporting The fourth edition has been fully updated and revised to include content covering technology including virtual and hybrid events concepts such as social capital soft power and events social inclusion equality accessibility and diversity and the latest industry reports research and legal frameworks The book is logically structured and

features new case studies showing real life applications and highlighting issues with planning events of all types and scales in a range of geographical locations This book has been dubbed the events management bible and fosters an interactive learning experience amongst scholars of events management tourism and hospitality **Encyclopedia of Sports**

Management and Marketing Linda E. Swayne, Mark Dodds, 2011-08-08 The first reference resource to bring both sports management and sports marketing all together in one place **Impact of ICTs on Event Management and Marketing**

Birdir, Kemal, Birdir, Sevda, Dalgic, Ali, Toksoz, Derya, 2020-12-04 Conferences symposiums and other large events that take place at far away hotels require many hours of preparation to plan and need a capable event staff to market Without the innovative technologies that have changed the face of the tourism industry many destinations would be unequipped to handle such a task Impact of ICTs on Event Management and Marketing is a collection of innovative research on the methods and applications of information and communications technologies on almost all facets of hospitality and tourism related businesses including hotels restaurants and other tourism areas While highlighting topics including digital marketing artificial intelligence and event tourism this book is ideally designed for business managers event planners and marketing professionals **Event Studies**

Donald Getz, 2013-03-12 Many books exist on various aspects of event management reflecting growing academic and professional interest but there has not been a book written on Event Studies until now As the event management field expands there is a growth in demand for advanced texts particularly with a multidisciplinary research and theoretical orientation Event Studies is the first text to embrace this new direction in the field of event management providing Students and practitioners with an explanation of why planned events are important from a social cultural economic and environmental perspective Readers with an understanding of how various disciplines and other professional fields view planned events and the contributions they make to understanding events Research students with a detailed evaluation of research issues and challenges and of methodologies and theories applicable to event studies The bibliography is extensive and numerous research examples are provided Professionals with a tool to expand their knowledge well beyond the art and science of producing events to include the philosophical and scientific foundations of event studies For the event management student and for professionals Event Studies provides the necessary body of knowledge and theoretical methodological underpinnings on the subject of planned events **Pop-up Retailing**

Gary Warnaby, Charlotte Shi, 2017-12-28 This SpringerBrief offers an academic perspective on the trend of pop up retailing It analyzes this temporary retail oriented setting designed to foster a direct customer brand interaction for a limited period often with an explicitly promotional or communicative purpose Adopting a managerial approach it explores the use of pop up retailing as a means of facilitating strategic growth by retail brands In addition it draws on theory from retail store environments and atmospherics customer experience management and event management to provide an in depth academic analysis of the planning and implementation issues arising from the inherent ephemerality of pop up activities to achieve the strategic objectives of retail

brands The authors provide an overview of the entire pop up lifecycle using an organizational schema that is split into four sequential stages strategic objectives pre pop up actual pop up experience and the post pop up stage The key decision areas and activities incorporated in each of these stages are also outlined

Exhibit Marketing and Trade Show Intelligence

Klaus Solberg Söilen,2013-06-12 Exhibition organizers and venue managers must have a thorough knowledge of their customers and they must be very close to the industries they serve We must react rapidly to their changing needs and even be ahead of the curve in providing the tools and services which they ll need to successfully meet their business objectives This book Exhibit Marketing and Trade Show Intelligence will assist all those in the exhibition industry to stay on top of trends and changes as we work to improve our customer s ROI and at the same time strengthen our own bottom line Paul Woodward Managing Director UFI the Global Association of the Exhibition Industry The Exhibit and Event industry has been rapidly expanding over the past several years and offers many global opportunities for a fascinating and rewarding career Exhibit Marketing Trade Show Intelligence provides those interested in a career in Exhibit and Event Management a solid foundation on how to become a valuable asset to any organization Jim Wurm Executive Director Exhibit Event Marketers Association E2MA Dr Klaus Solberg S ilen s book is a vital handbook for all marketers who work with exhibitions as a marketing tool The book provides clear and extremely useful recommendations for actions before under and after the exhibition has taken place Svend Hollensen author of Global Marketing Pearson and Associate Professor of International Marketing at the University of Southern Denmark

Research Anthology on Social Media Advertising and Building

Consumer Relationships Management Association, Information Resources,2022-05-13 Social media has become a key tool that businesses must utilize in all areas of their practices to build relationships with their customer base and promote their products This technology is no longer optional as those who do not take advantage of the many benefits it offers continue to struggle with outdated practices In order for businesses to flourish further study on the advantages social media provides in the areas of marketing and developing consumer relationships is required The Research Anthology on Social Media Advertising and Building Consumer Relationships considers best practices and strategies of utilizing social media successfully throughout various business fields to promote products build relationships and maintain relevancy This book also discusses common pitfalls and challenges companies face as they attempt to create a name for themselves in the online world Covering topics such as marketing human aspects of business and branding this major reference work is crucial for managers business owners entrepreneurs researchers scholars academicians practitioners instructors and students

Special Events Joe Goldblatt,2010-10-04 This book chronicles and champions the development changes and challenges faced by the global celebrations industry for event planners New interviews are included with experienced event leaders to give a better understanding of the field New chapters are included on green events corporate social responsibility and theoretical case studies Event measurement evaluation and assessment topics are integrated throughout a number of the

chapters Over 200 new Web resources and appendices show how to save money time and improve the overall quality of an event Event planners will also learn how technology may be harnessed to help them improve their events financial quality environmental and other strategic outcomes **Fundraising Principles and Practice** Adrian Sargeant,Jen

Shang,2024-04-23 Adopt an organized approach to fundraising planning In it s third edition Fundraising Principles and Practice is a unique resource for students and professionals seeking to deepen their understanding of fundraising in the current nonprofit environment Based on emerging research in economics psychology social psychology and sociology this book comprehensively analyzes the factors that impact the fundraising role in the nonprofit sector Readers will explore donor behavior decision making and social influences on giving Building upon that background authors Adrian Sargeant and Jen Shang then describe today s fundraising methods tools and practices A robust planning framework helps you set objectives formulate strategies create a budget schedule and monitor activities with in depth guidance on assessing and fine tuning your approach With updated case studies and examples this book helps you develop a concrete understanding of the theory and principles of fundraising A companion website offers additional opportunity to deepen your learning and assess your knowledge Updates to this Third Edition include the latest research and new content in rapidly changing areas of fundraising such as digital and social media Learn the common behaviors and motivations of donors Master the tools and practices of nonprofit fundraising Manage volunteers monitor progress evaluate events and more Fundraising Principles and Practice provides working nonprofit professionals as well as postgraduate students studying fundraising with a comprehensive guide to all aspects of the field including in depth coverage of today s most effective approaches **Gli eventi. Come progettarli e realizzarli** Collesei,Checchinato,Dalle Carbonare,2016

Event Marketing And Management Sanjaya S Gaur,2009-11-01 This Remarkable Book Targets The Event Professional As Well As The Novice In Highlighting The Efforts Needed To Conduct An Event Of Any Nature India Centric In Its Focus The Book Also Has A Plethora Of International Examples Aimed At Providing An Indepth Understanding Of Events As A Strategic Communication Tool At The Generic Level **Event**

Marketing Bianca Harrington,AI,2025-03-03 Event Marketing provides a comprehensive guide to leveraging event experiences for business growth It emphasizes that events are not isolated occurrences but integral components of a broader marketing strategy aimed at boosting brand awareness lead generation and customer acquisition The book delves into strategic event planning engagement driven execution and post event ROI analysis highlighting the importance of data driven approaches in today s competitive landscape It also uncovers the evolution of event marketing from basic demos to integrated campaigns providing context for current best practices and future trends This book stands out by emphasizing the creation of engaging memorable experiences It guides readers through the entire event marketing process from defining target audiences and setting objectives to pre event promotion on site engagement and post event follow up Furthermore it offers a framework for calculating event ROI using data analytics and continuously improving event marketing strategies

Advances in Advertising Research (Vol. VI) Peeter Verlegh, Hilde Voorveld, Martin Eisend, 2015-09-07 This book provides insights into the inspiring and multifaceted field of advertising research which is confronted with challenges regarding ad content and execution media placement as well as online and social media Distinguishing between digital classic subtle and alternative advertising formats renowned scholars from around the globe contribute state of the art research on these issues in 30 chapters Advances in Advertising Research are published by the European Advertising Academy EAA This volume is a compilation of research presented at the 13th International Conference in Advertising ICORIA which was held in Amsterdam The Netherlands in June 2014 The conference gathered around 150 participants from diverse countries from Europe North America Asia and Australia

Face Time Asif Zaidi, 2018-05-22 Whenever you are getting people together that's an event your event Face Time is all about organizing your event in a practical guide a must have for entrepreneurs executives and homemakers alike Thorough enough to give real insight into event management yet jargon free and easy to understand the book combines a rigorous theoretical grounding with practical insights into every aspect of the organizing and running of any event meeting off site fair contest conference festival or congress It represents the state of the art thinking in event management to enable you to Choose the right type of event for your purpose Develop a strategy for your event Address the right audience Understand the key dynamics in selecting a venue Manage the financial aspects of the event Plan the event to perfection Control logistics and security Mitigate risks Market your event with success Handle public relations and legalities Put together and lead the team s Organize food and drinks Create an unforgettable guest experience Evaluate the productivity of the investment in the event

Eventos y protocolo Mònika Jiménez Morales, Julio M. Panizo Alonso, 2017-02-17 Partiendo del concepto de la organización de eventos como pieza de un proceso de comunicación estratégica este libro profundiza en las diferentes fases de la gestión de actos corporativos e institucionales así como en la importancia del protocolo y de cómo aplicarlo en cada situación Desde la investigación hasta la evaluación pasando por la planificación y la propia operativa del evento la obra pone en relieve la importancia de todos y cada uno de los pasos que seguir en la creación y ejecución de eventos que resulten experiencias ricas y memorables para los públicos implicados

La comunicación ante el ciudadano Luis Mañas Viniegra, Sendy Meléndez Chávez, Estrella Martínez Rodrigo, 2019-05-17 La Universidad se encuentra en pleno progreso desde su tiempo cero de hecho halla su carta de naturaleza en la necesidad de mejorar el medio que la nutre y por y para el que existe la sociedad Rompiendo las viejas membranas de la enseñanza imperante hasta el siglo XX las nuevas evoluciones de contenidos y fórmulas como lo fuera el EEES o Plan Bolonia o las TIC suponen la respuesta a esas actualizadas necesidades docentes y curriculares Las Humanidades las Artes las Ciencias sociales y la Docencia se reescriben hibridando gracias a los nuevos lenguajes y herramientas contenidos otrora lejanos La nueva Academia es polidisciplinaria y multidisciplinaria y colaborativa En este estado de cosas la colección Herramientas universitarias se erige como atalaya para agrupar bajo su guía al más amplio conjunto de autores

internacionales que iluminen con sus investigaciones la panoplia de contenidos que conforman el mundo científico donde nace el futuro. La calidad intelectual queda refrendada mediante la rigurosa implantación del habitual proceso garante basado en la revisión o arbitraje por pares ciegos peer review de estos capítulos sin renunciar a la más antigua tradición universitaria que obliga al opositor de lo publicado a soportar el peso de la prueba. Este doble modelo de evaluación a priori y a posteriori garantiza la calidad del contenido de los textos de esta colección. Pertenecer a la Academia y en ello radica orgullosamente su valor supone que todos sus miembros responden a una ambición irrenunciable: mostrar que el conjunto de sus trabajos conforma la vanguardia científica internacional. El texto que aquí se presenta está auspiciado por el Fórum Internacional de Comunicación y Relaciones Públicas Fórum XXI, la Sociedad Española de Estudios de la Comunicación Iberoamericana SEECI, la Asociación cultural Historia de los Sistemas Informativos y el Grupo Complutense no 931 791 de Investigación en Comunicación Concilium.

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