

## EVENT MARKETING – A TOOL OF MARKETING COMMUNICATION

Jaromíra VAŇOVÁ - Peter DÓZA

### ABSTRACT

*In view of the dynamics of the corporate surroundings exists an urgent need for new persuasive forms of communication with particularly stakeholders, especially with its current and potential customers. As a consequence of changed conditions, a shift can be observed in the deployment of communication tools from traditional (classic) to innovative (non-classical, modern) activities. Under current market saturation, the enterprise which can attention, recall and also to convey the value of experience, can differentiated itself from the competition and succeed. These requirements can be achieved by increasing the use of new communication tools, or the revitalization of old methods, as well as the deployment of unusual communication tools in the industry. The paper describes and points to event marketing as one of the options of the nontraditional marketing communication.*

### KEYWORDS

*Marketing, marketing communication, event marketing, event*

### Introduction

Predicting the needs and wishes of the customer is becoming increasingly unpredictable. The positive results of the business activities also affect the quality of the communication process in the enterprise by building relationships of trust with stakeholders.

Changes in social values, confusing information and difficult competitive differentiation require enterprises and their managers to develop and to use effective and efficient communication tools. The consequences of these changed conditions can be observed in the shift from traditional forms of used communication tools to innovative activities. More and more enterprises use event marketing to achieve their objectives and to build links with their customers.

### Methodology of the research

In the processing and investigation of the issue we have used mainly secondary research. In analyzing the information and the various aspects of the issue, obtained from the available literature, internet resources and survey in business practice, were used methods of analysis and synthesis for summarizing and sorting identified knowledge, systematization of knowledge and eventually generalization.

### Marketing communication and its development

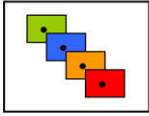
Marketing communication means managed informing and persuading of target groups, through which companies and other institutions meet its marketing objectives. [6]

Marketing communication is a means which brings to the enterprises the information about the range of products and services, it informs and persuades the customers, instructs and advises them, thereby also facilitates the act of purchase. The high level of professional communication tailored to the target group, with exactly defined communication objectives stemming from the marketing objectives and overall business strategy leads to a successful action on the market.

Marketing currently in many sectors transmits the competition from the area of products to competition of brands and subsequently increases the role of communication policy in the marketing mix. Overall, the evolution of marketing can be summarized into three developmental stages, where each stage is dominated by the different expected attitudes of consumer's to the offered products or services. The transition from one stage to another is administered by the consumers additional requirements for use, or those which need to be demonstrated by the list of producers.

- Product → basic benefit (50 and 60 years)
- Service and value-added services → additional benefit (70 and 80 years)
- Emotions and experiences → use of experiences (od 90 years)

The onset and the current popularity of event marketing is a logical consequence in the development (evolution) of marketing, or it is characteristic for the current phase in the development of marketing. [3]



**Event marketing**

The term "special event" was for the first time used in the US in 1955 by Robert Jani, the Director of Public relations at Disneyland. "A special event is one, which is different from a normal day."

One of the first monographs, which had in its name the term "Event" was published in 1993 by Inden. "Wherever there is, by the enterprise or institution, for the purpose of advertising, sales promotion, public relations or internal communication, promotion of the message in the form of live events, is referred to as event marketing".

Kinnebrock, also in 1993, provides a definition: "The integrated event marketing involves all aspects of modern communications, which contribute to the creation or mediation show-experience. [3]

**The definition of event marketing from related communication tools**

The method of realization		The method of communication	
		one-way	interactive
		informative	oriented on experience
Organized by other entity	Organized in the existing, independent spaces from an enterprise	Sponsorship <i>(e.g. football championship)</i>	Fairs, exhibitions <i>(participation at the fair)</i>
By own initiative	Shown by the enterprise		Sales support <i>(Sales promotions) (giving out test samples)</i>

Fig 1 The definition of event marketing from similar (related) communication tools [3]

An essential feature of communication of event marketing is the focus on interactivity within its experience strategy. On the one hand, it is allowed through its ability for direct dialogue and personal contact. On the other hand, in contrast to sponsorship or sales support, is the opportunity for emotional addressing and active involvement in the event. Another characteristic of event marketing is its implementation at its own cost. The event is initiated by the enterprise itself, which is not the case e.g. in sponsoring or at fairs, where it is used for the creation of space by another organization as a platform for the presentation.

**Forms of event marketing**

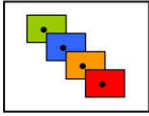
In the classification of events are available a number of parameters for its selection. Because the events are mostly oriented on target groups, they are divided into internal enterprise events, which means that they are limited to a small circle of participants and external enterprise events with a correspondingly high number of participants. Zanger and Sistenich distinguish "Public events", "Corporate events" and "Expo events."

Public events are designed to present the world of emotional experiences of the brand, or interactive introduction of a new product to the market. They are oriented on the circle of participants from the general public and activities are performed on the basis of the elements of culture, sport and adventure.

Corporate events are compared to that directed towards a precisely defined, limited circle of stakeholders (e.g. employees, dealers, parent company etc.). Presentational, informational and motivational events are held with a focus on experiences with the use of elements of fun, nature and sports.

Under Expo events we understand events for sector of trade fairs and exhibitions. They are open to visitors from the department as well as the general public.

The classification of events may be performed on the basis of multi-dimensional breakdown, see Figure 2. Events in this context are divided according to three categories: a framework of experiences, or field of experiences, the type (ways) of interaction and participant membership to the target group.



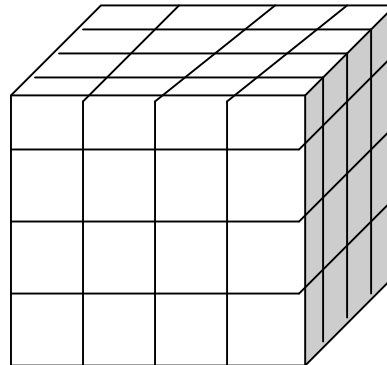
Methods of interaction

Show/entertainment

Competition

Adventure

Interactive  
presentations



Nature Sport Culture Hobby

The addressees

*Corporate event*

Employees

Managers

Dealers

Franchisees

*Public event*

Partners

Customers

Opinion-influential  
leaders

Media

Area of experiences

Figure 2 Dimensions of event marketing [1]

There are various forms of event marketing, which are distinguished mainly by the method of communication in relation to individual target groups that they want to attract.

**Objectives of event marketing**

The general objectives of event marketing are to increase the degree of brand recognition, or product, product development and improve the image of enterprise, mediation dialogue with customers, provision of information, the acquisition of new customers and etc.

As the main objective of marketing should be seen as the retention of clients and to establish a link with them.

**Discussion**

Nowadays in a global marketplace raises the question of, which means and instruments serve enterprises in order to gain more attention for its brand and image. The centerpiece of interest is the various forms of live communication that hide under a common title "Event". In a closer look at this issue we find that, in everyday speech almost every action is known as an event. An event in terms of marketing however contains a lot more, real events which are for the audience unusual, extraordinary events and experience are rather an exception.

From this perspective it seems important to understand the methods and objectives of live communication in general, but especially in the context of the enterprise.

**Conclusion**

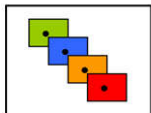
Most of the funds spent on marketing communication in Slovak enterprises still point to advertising using the traditional mass communication tools. BTL (below the line) elements of the marketing communication mix are used only marginally.

The published statistics show that, for example the breakdown of the communication budget of German enterprises is 60% on classical instruments and 40% below the line measures, in the US the share of BTL activities are estimated at more than 70%. In Slovak enterprises the share does not even reach 30% yet.

In the current marketplace it is necessary to use all possibilities and forms of communication with stakeholders and the deployment of an effective communication mix is a condition for the successful completion of the transformation in the business cycle.

**Acknowledgement**

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#### CONTACT ADDRESS

Author: Assoc. prof., Ing. Jaromíra VAŇOVÁ, PhD.  
Workplace: Slovak University of Technology in Bratislava, Faculty of Materials Science and Technology in Trnava,  
Institute of Industrial Engineering and Management  
Address: Paulínska 16, 917 24 Trnava, Slovak Republic  
E-mail: [jaromira.vanova@stuba.sk](mailto:jaromira.vanova@stuba.sk)

Author: Ing. Peter DÓZA  
Workplace: Slovak University of Technology in Bratislava, Faculty of Materials Science and Technology in Trnava,  
Institute of Industrial Engineering and Management  
Address: Paulínska 16, 917 24 Trnava, Slovak Republic  
E-mail: [peter.doza@stuba.sk](mailto:peter.doza@stuba.sk)