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Event Marketing

How to Successfully Promote Events,
Festivals, Conventions, and Expositions



Leonard H. Hoyle, Jr., CAE, CMP

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Event Marketing How To Successfully Promote Events Festivals Conventions And Expositions The Wiley Event Management Series

C. A. Preston



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Event Marketing Leonard H. Hoyle, 2002-11-08 Authored by a well known figure in the field Overview chapters explore topics such as electronic marketing strategies funding budgeting promotion and advertising Individual chapters address the differences involved in marketing different types of events Examines future trends and key issues such as how to reach new event attendees Includes appendices with sample forms contracts and more *Event Marketing* C. A. Preston, 2012-10-16 event marketing CATERING EVENTS THE WILEY EVENT MANAGEMENT SERIES practical guidance for launching highly visible event marketing campaigns The new and fully up to date Second Edition of Event Marketing offers a complete set of tools strategies and best practices for designing every phase of a successful integrated marketing campaign for any event from small conferences and expositions to giant fairs and festivals Designing a campaign that attracts attention motivates people to attend and achieves the goals of the event organizers requires creativity effort and the kind of informed guidance you ll find here Event Marketing covers every form of promotion advertising and public relations in both traditional and online media This edition has been thoroughly revised and expanded to include the very latest on social media and online marketing consumer behavior patterns and corporate sponsorships Modern case studies and exhaustive resources make it ideal as both a textbook for students and as an everyday resource for working practitioners Features include In depth coverage of promotions advertising PR and both traditional and online marketing strategies as well as budget financing Detailed case studies and analyses of marketing plans for specific events such as conferences corporate meetings large festivals and more The very latest in current trends and innovations including digital marketing strategies and social media Comprehensive appendices offering online resources and links to event marketing associations and societies media tracking services electronic marketing services and more **Event Marketing** C. Preston, 2015 **Event Management and Sustainability** Razaq Raj, James Musgrave, 2009 Sustainable management is an important consideration for businesses and organisations and the enormous number of tourism events taking place requiring facilities power transport people and much more makes sustainable event planning a considerable priority By looking at mega events sports events conferences and festivals this book uses best practice case studies to illustrate sustainable management issues and practical considerations that managers need to apply providing an essential reference for researchers and students in leisure and tourism **Event Marketing** Preston, 2014-05-30 **Nonprofit Marketing** Walter Wymer, Patricia Knowles, Roger Gomes, 2006-03-06 This textbook presents marketing concepts which are then supported with real world examples Key features include treatment of the most important marketing activities marketing fundamentals separate chapters on social marketing and cause marketing and numerous international examples [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.

Architecting the Digital Transformation Alfred Zimmermann, Rainer Schmidt, Lakhmi C. Jain, 2020-07-27

This research-oriented book presents key contributions on architecting the digital transformation. It includes the following main sections covering 20 chapters: Digital Transformation, Digital Business, Digital Architecture, Decision Support, Digital Applications. Focusing on digital architectures for smart digital products and services, it is a valuable resource for researchers, doctoral students, postgraduates, graduates, undergraduates, academics, and practitioners interested in digital transformation.

Event Entertainment and Production Mark Sonder, 2004 Publisher Description

Art of the Event James C. Monroe, 2006 THE WILEY EVENT MANAGEMENT SERIES

The essential guide to making your events extraordinary. Practical strategies for designing and decorating special events. Event planners need professional-caliber information that explains how to decorate a venue for a special event from assessing the client's decor needs and objectives to staying within a budget. Art of the Event serves as the ultimate guide to designing and decorating events and celebrations from eight to 8,000 guests. Written by James C. Monroe, a Certified Meeting Professional (CMP) and Certified Special Events Professional (CSEP) with decades of experience in special event design and decoration, Art of the Event is divided into three comprehensive parts to help readers redefine the modern profession of event design. Principles, Processes, and Practices examines aesthetics, the design process, and professional practices. The Decorative Elements describes the various decorative elements that are used in special events and discusses how to use them in practical and specific ways. The Universe of Special Events describes various types of events that the designer is asked to create and discusses the different requirements of each, including nonprofit events, corporate events, social events, weddings, fairs, and parades.

THE WILEY EVENT MANAGEMENT SERIES

Series Editor: Dr. Joe Goldblatt, CSEP

THE WILEY EVENT MANAGEMENT SERIES provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods, as well as specialized areas of event management.

Special Events Joe Goldblatt, 2005

Planning, scheduling, organizing, and marketing events that differ from normal everyday life, i.e., weddings, the Super Bowl, festivals, etc. This book provides the reader with the tools necessary to begin a career in special events.

Instructors Manual Janet Dooley, 2003

The British National Bibliography Arthur James Wells, 2002

American Book Publishing

Record ,2002 *Forthcoming Books* Rose Arny,2002-04 **Event Management** ,2006 *Event Sponsorship* Bruce E. Skinner,Vladimir Rukavina,2002-10-18 State of the art methods for finding securing and retaining the best corporate sponsors The authoritative guide to creating and closing deals with irresistible ROIs Event Sponsorship provides step by step guidelines for attracting signing and keeping sponsorship for any event including festivals conventions expositions sporting events arts and entertainment spectaculars charity benefits and much more This hands on resource presents successful strategies and tools for staying competitive in today s market by offering corporate sponsors the highest return possible on their investment Leading experts give real world advice for researching and targeting prospective companies developing a sponsorship marketing plan creating an effective proposal selling the sponsorship and negotiating a deal Learn how to bring increased sponsorship dollars to any event by Placing value on sponsorships Expanding the value of a sponsor Creating the best image for an event Networking with other event professionals worldwide With complete coverage including case studies legal issues the Internet the sophisticated corporate customer non sports sponsorship opportunities and an international view of sponsorship Event Sponsorship is a powerful tool for event managers and other event professionals THE WILEY EVENT MANAGEMENT SERIES Series Editor Dr Joe Goldblatt CSEP THE WILEY EVENT MANAGEMENT SERIES provides professionals with the essential knowledge and cutting edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry Written by recognized experts in the field the volumes in the series cover the research design planning coordination and evaluation methods as well as specialized areas of event management

German books in print ,2003 Special Events Joe Goldblatt,2013 Providing a comprehensive guide to understanding planning promoting and producing special events this seventh edition of Special Events describes the theory and practice of all aspects of event management Written for current and future event leaders the text continues to expand its emphasis on the growing globalization of the profession taking into account the skills leaders need to deal with other cultures societies and business practices to plan and deliver successful events New coverage includes sustainability technology security risk management and the impact of social media on events and event marketing 15 all new case studies have been included as well as a brief glossary of terms at the end of each chapter to further define the terms used in the chapter *Professional Event Coordination* Julia Rutherford Silvers,2012-01-24 A must have resource for every event planner manager caterer and student this in depth guide covers all aspects of the event planning process Written by expert event manager Julia Rutherford Silvers the book outlines the tools and strategies to effectively procure organize implement and monitor all the products vendors and services needed to bring an event to life Enhanced throughout with useful checklists tables and sample forms the book includes chapters on everything from Developing the Event Site and Providing the Event Infrastructure to Ancillary Programs Food and Beverage Operations and Vendors and Volunteers The practical information is supplemented throughout the book by On Site Insights featuring real world examples from successful event planners as well as chapter objectives

discussion questions and exercises in professional event coordination to help readers build key skills and test their knowledge From weddings to corporate conferences and from intimate events to huge festivals Professional Event Coordination is a versatile guide to planning events of all kinds

Event Marketing How To Successfully Promote Events Festivals Conventions And Expositions The Wiley Event Management Series Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Event Marketing How To Successfully Promote Events Festivals Conventions And Expositions The Wiley Event Management Series**," written by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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