Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd Edition

Date
2012-03

Author
Preston, Chris

Metadata
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Citation

Abstract
As the events market becomes increasingly saturated, it is essential for a successful event professional to understand the use of strategic marketing plans. Events are everywhere—in the U.S. alone, there are more than 2,500 music festivals a year, for example, while the UK hosts over 70 different beer festivals each year. In such a crowded market, how can the event planner ensure that his or her event stands out? Marketing expert Chris Preston has the answers in this second edition of Event Marketing. From the basics of promoting an event to the use of events as marketing strategies themselves, Preston provides straightforward advice and information on all the latest event marketing techniques. The book begins with sections on what event marketing really means, and how the field has evolved throughout time. Preston then explores event marketing strategies from both a conceptual and practical standpoint, and provides information on sponsorship and corporate branding. The book covers marketing for all types of events, including festivals, corporate and association events, and social functions, and a full chapter on digital event marketing covers all the latest e-marketing strategies. Case studies provide real-world examples of successful marketing efforts, while Discussion Questions for each chapter provide opportunities for further exploration of key concepts. As marketing becomes an increasingly important skill for event management professionals, this completely revised second edition of Event Marketing will be a must-have for working professionals, students, and aspiring event planners everywhere.

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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. Show more. Show less. Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions, 2ed. Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions, 2ed. C.A. Preston. The book begins with sections on what “event marketing” really means and how the field has evolved throughout time. Preston then explores event marketing strategies from both a conceptual and practical standpoint and provides information on sponsorship and corporate branding. The book covers marketing for all types of events, including festivals, corporate and association events and social functions and a full chapter on digital event marketing covers all the latest e-marketing strategies. CSEP Corporate Event Project Management by William O’Toole and Phyllis Mikolaitis, CSEP Event Marketing: How to Successfully Promote Events,Festivals, Conventions, and Expositions by Leonard H. Hoyle, CAE, CMP Event Risk Management and Safety by Peter E. Tarlow, Ph.D. Event Sponsorship by Bruce E. Skinner and Vladimir Rukavina The Complete Guide to Destination Management by Pat Schauman, CMP, CSEP Event Marketing. HOW TO SUCCESSFULLY PROMOTE EVENTS,FESTIVALS, CONVENTIONS, AND EXPOSITIONS Leonard H. Hoyle, CAE, CMP JOHN WILEY & SONS, INC. Advertisement.