Event Marketing provides the most effective tools for carrying out every phase of a successful, integrated marketing campaign for any event, from conferences and expositions to fairs and festivals that host 20,000 people. It explains the powerful forms of promotion, advertising, and public relations that are needed to attract broad attention, motivate people to attend, and achieve the desired goals of an event. Features include: * Overviews of event Marketing has 25 ratings and 1 review. Ami said: Originally got this book for a university module on social medias affects on live event marketing. ...  Start by marking "Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions" as Want to Read: Want to Read saving… Want to Read. to successfully promote events, festivals, conventions, Event Marketing: Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd Edition. 252 Pages·2002·1.95 MB·14 Downloads. , and evaluate its marketing strategy to con- sistently With over thirty years' professional experience Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2nd Edition

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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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