

# Positioning & Promoting Events- Notes

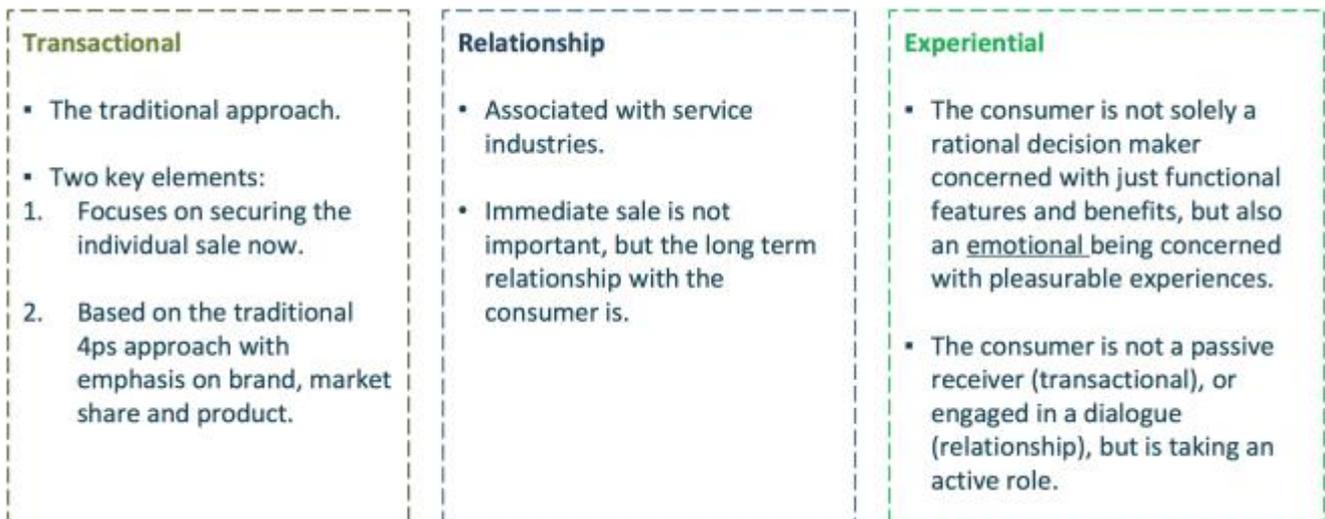
## Considerations in the marketing of event experiences

### What is Events Marketing?

Events marketing refers to the process of a business organizing and directing resources in order to satisfy the needs and wants of the attendees of an event

A significant part of events marketing is the creation and delivery of experiences which have been designed to achieve defined outcome – ie: profits, community building, etc...

Approaches to marketing:



### Are Events Products or Services

Events are unique market offerings that represent an amalgamation of products and services and which support the delivery of the event experience

### Key Factors of an Experience

Experiences are meant to be memorable, and they are occasions that engage us in a personal way:

- An experience involves the state of being physically, mentally or emotionally derived through participation
- Experiences aim to encourage a change in knowledge, skill, memory or emotion
- Events are directed at addressing a psychological or internal need of the participant

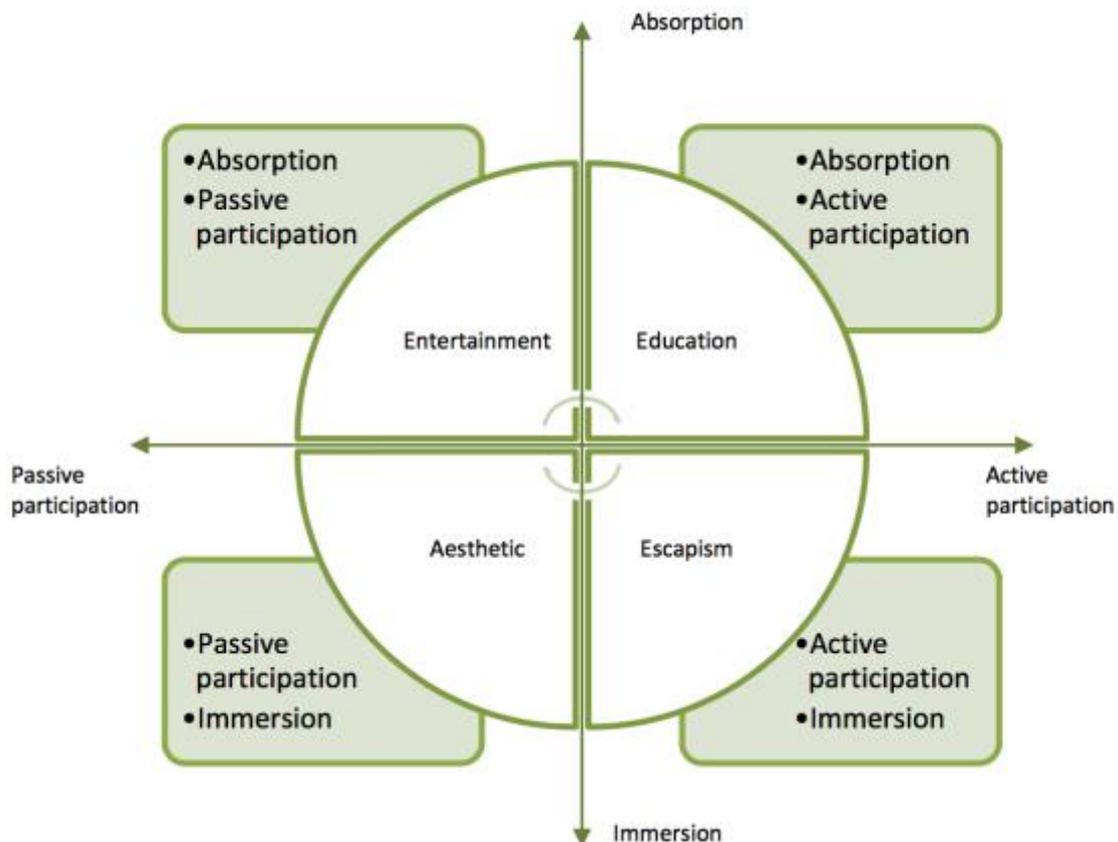
## Levels of Experience

Basal experience → when the events is an emotional reaction to a stimulus but is insufficient to be memorable

Memorable experience → when the event creates strong emotions that can be recalled after the experience has ended

Transformative experience → when the event results in an attitude or behaviour change

## The Four Realms of an Experience



## **Differences Between Products & Services**

Services possess a number of unique characteristics that differentiate them from tangible products

### Intangibility

Intangibility refers to the characteristic of lacking physical form. As services are activities rather than objectives, they are intangible

As services are intangible, consumers may experience increased uncertainty and risk when purchasing a service. Conceptualizing an event is difficult, and satisfaction is unpredictable.

To reduce this anxiety, a business should:

- Offer tangible elements to their service to reassure customers – I.e: an event promoter could provide a brochure to their event
- Promote their reputation through guarantees and testimonials
- Take the time to engage with customers to promote credibility

### Perishability

As services are intangible, it is impossible to “store” them for a later date. This is known as perishability

Some strategies to overcome perishability is:

- Managing demand over time
- Demonstrating value – I.e: two for one ticket offers
- Providing discounts

### Inseparability

Inseparability refers to the characteristic of being produced and consumed simultaneously. Events are performed in real time, and there staging and viewing is simultaneous

In order to ensure the successful delivery of a service, service-providers must ensure adequate technical and customer service skill

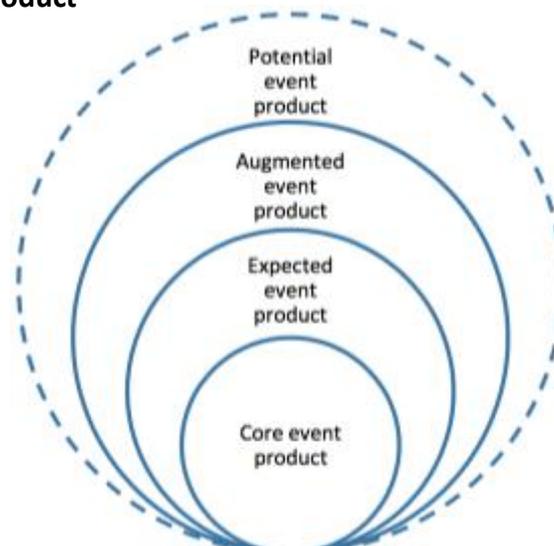
### Heterogeneity

Heterogeneity refers to the characteristic of there being inevitable variations in the quality of a service provided

Every event is a unique occurrence, and event recurring events are never exactly the same.

The best strategy to overcome service heterogeneity in an events context is to standardize processes – I.e: the receipt of tickets.

### Elements of an Event Product



1. Core Product → comprises the **fundamental benefit** that responds to the **customer's problem of an unsatisfied need or want** – I.e: time critical transport
2. Expected Product → the **tangible product** – I.e: the venue or food and drinks
3. Augmented Product → refers to a **bundle of benefits** that **differentiates** the event from competitors – I.e: the quality of the performers, event merchandise
4. Potential Product → refers to **identified opportunities to further develop the event** – I.e: adding new features or redefining the event concept

## Creating Value

A business's value proposition refers to the **set of benefits or value** they offer to customers

In order to deliver value, a business must understand:

- Customer requirements and needs
- Customer quality expectations
- The process of creating value

## Value Co-creation

Value co-creation refers to the process of **customers being involved in the production process and thus the value creation process**

In the context of events, event organizers must ensure they engage audience members to ensure value co-creation.

Value is a **function of the human experience**, and therefore there is a point in which customer input is required in order to create meaningful experiences.

The following are key factors of value co-creation:

- Creating quality interactions between a business and its consumers
- Ensuring customers have access to products, services and brands
- Understanding how consumers evaluate the perceived risks/benefits of a product
- Communicating transparency, trust and appreciation towards customers