# POYMEN

**OPPORTUNITIES** KNOCK MAKING

# All about marketing events of organizations

By Ranjan Saheed

**EVENT MANAGEMENT** 1.

Common marketing events that we see in organiza-

- 1. Meetings and conferences
- 2. Shows, exhibitions and Trade Fairs
- 3. Events, stunts, and Corporate hospitality activities

#### 2. MEETING AND CONFERENCES

Meetings are an organized form of face-toface communication which mainly include with,

### a.Project Meetings

Project meetings are all about bringing people together in projects for briefing, planning, creative brain storming, problem solving, reporting on progress etc. if external representation is involved, the greater the organization will be required.

#### b.Sales Meetings

Sales meetings are all about bringing together sales teams for briefing, motivation, training and review progress. Sales meetings allow teams, representatives to get to know each other and built rapport. These include 'pitch meetings', 'dealer meetings', presentation etc.

#### c.Negotiations

Face-to-face form, formal relationships, collaborations built in such away both parties win and benefits can mutually be

### d.Tele-conferencing & video conferencing

Tele-conferencing is a meeting held via telephone (speaker phone, conference facilities of telephone). This is appropriate for short, relatively informal meetings where high travel cost of face-to-face meetings cannot be justified.

Video - conferencing is a meeting via live video connection which provides face-to-face meetings without travel time or cost. This allows visual and non-verbal communication as oppose to tele-conferencing.

# e.Press Conferences / News Conferences

Press/news conference is a meeting called to brief journalists and or issuing a statement on a particular subject and followed by an interactive session.

# 3. SHOWS, EXHIBITIONS AND TRADE

These are (Consumer Fairs, industrial Fairs, Motor shows etc) providing following opportunities for organization.

- ▶ Public relation by visitors, media cover-
- ▶ Promoting & selling pre targeting & product/service demonstration
- ▶ Networking within the Industry, existing clients, suppliers etc.
- ▶ Testing response to the new products
- ▶ Competitor research competitor products, promotions etc.
- ▶ Research supplier supplier products, making contacts

Professional event organizers undertake to organize and promote exhibitions locally and internationally from booking the venue to registering participants, organizing events, issuing catalogues & providing stand construction, organizing lounges, catering, access & parking, power & light, promotion of

### the event, press coverage. Meeting at External venues

Conducting meeting at external venues (hotel, restaurants, conference centres etc) provides extra challenges and tasks including liaising with the venue staff on.

- ▶ Stating your requirement clearly
- ▶ Equipments & facilities what you will bring / what will venue supply and what will externally (third party) be sourced.

▶ Check that your requirements are met in

terms of specification, schedule and budg-The organization and coordination will

depend on,

- ▶ Number and/ or nature of participants
- ▶ The level of formality of the meeting ▶ Types of activities performed and facilities
- required. ▶ The purpose and degree of sophistication

# **Budgets**

- ▶ Check the budget allocated on meetingsrelated activities.
- ▶ Draw up a budget which is justifiable along with anticipated returns
- Record & monitor stage by stage for better budgetary control

# Conferences

Conferences set themselves apart from meetings as conference generally implies a larger gathering of people compared to a meeting. Conferences are somewhat formal, going in detail and of less frequent (annually or seasonally). A conference for instance a trade conference is gathering of participants over one or few days which include seminars, lectures, workshops and other trade related activities.

The organization of a conference is similar to that of a meeting but larger gathering, long duration, and varied agenda require additional focus on,

- ▶ Longer notice, comprehensive agenda, schedule and preparations.
- ▶ Advertising & promotion of the conference ▶ Invitation if the conference is open to public
- ▶ Arrangements of transport, overnight accommodation or guidance of how to make own arrange-
- ▶ Coordination of guest speakers, arranging presen-

tation material etc.

- ▶ Arranging conference merchandise or/ and give
- ▶ Arranging social and recreational activities, team building exercise.

#### 4. PRODUCT & OUTLET LAUNCH

Product &outlet launches are formal events taking place in business organizations. They are undertaken with the purpose of,

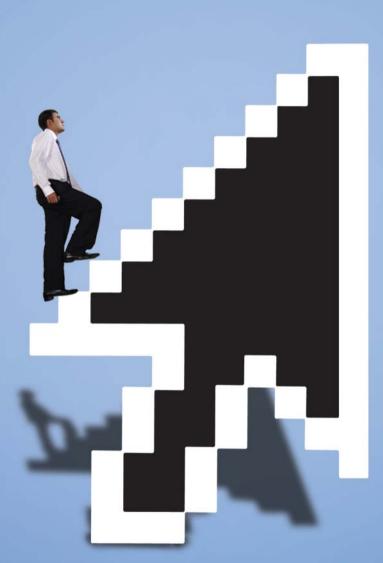
- ▶ To attract media coverage
- → To enhance organization's corporate profile To generate positive PR
- ▶ To built relationships with existing customers
- ▶ To provide key customers with opportunities to preview or preorder new products.

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Ranjan Saheed

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