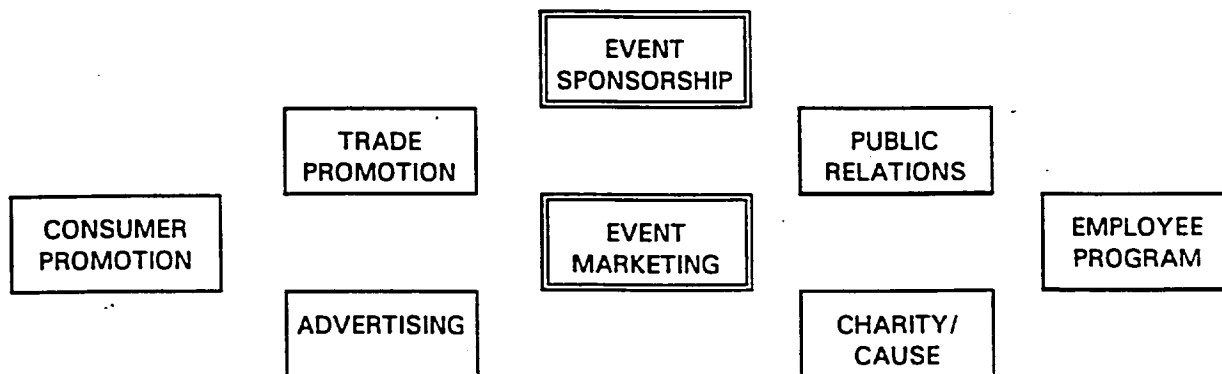


2.1 WHAT IS EVENT MARKETING?

Event Marketing is the process which integrates a range of communication elements behind a central event or lifestyle *themed* activity.

Thus, it is not only the sponsorship of an event, but all the surrounding activities conducted to "leverage" or get value back from the event, i.e., trade/sales and/or consumer promotion, advertising, etc.

This process of integration provides the focus for corporate communication activities around the sponsored event where there is a naturally existing emotion which can be leveraged. It capitalises on that emotion to convey key business messages to specifically targeted groups, with the objectives of influencing purchase decision, corporate image, brand awareness, etc.



A sophisticated and total event marketing program would use the sponsorship of an event as the driving force behind a synergistic communications program. Each of the above-noted represent elements of the communication mix and when themed around one event lead to a synergistic and effective marketing/communications program.