

# EVENT MARKETING MANAGEMENT – OPPORTUNITIES FOR INTEGRATING INTO COMPANIES' BUSINESS POLICY

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Although the word "event" is one of the world's 500 most popular words,<sup>56</sup> few people know what event marketing is and how can it help boost business. Event marketing used by marketers in all industries, represents a unique opportunity for conveying specific messages, educating both the external and internal public, generating demand and leads, increasing sales and last but not least for improving companies reputation. By presenting a mix of recent studies, the present paper shows marketers what to pursue when organizing such an event so that the rate of investment return to be as high as possible. As it can be seen, this paper shows that people do share their experiences be they positive or negative, aspect which helps boosting brands if event marketing is well planned and organized. How does event marketing look like and what efforts are required to achieve the desired results will be revealed in the current research.

**Keywords:** marketers, management, advertising

## 1. Introduction

Marketers have been looking for new innovative methods which can be assessed for the rate of return to be as high as possible, due to continuously changing economic turbulences and to the way in which the purchase decision-making of the public is influenced by the media.

In the marketing sector, a certain type of process has been developing for some time, which has been accelerated by this pressure on creating immediate value. Increasingly more organizations are in favour of focusing upon marketing strategies and on new creations in a variety of environments aiming at increasing sales thanks to these events that influence the consumption behaviour of customers who are resilient to conventional marketing strategies.

The studies<sup>57</sup> conducted on advertising efficiency reached the conclusion according to which each and every advertising activity is less effective when there is more advertising in a certain environment. This conclusion had been shaped within the context in which the decrease of advertising effectiveness coincided with its increase of volume and costs.

## 2. Event Marketing Evolution

Although the existence of fairs, exhibitions and conventions was confirmed along the history, it developed significantly after the World War II as centres of attraction and business promotion, as factors of boosting economic activity, of transformation and improving life and social structures.

Over the last 10 years a global concept has been created and developed in the economically-developed countries, which was generically called the industry of fairs, exhibitions and conventions that

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<sup>56</sup> Top provided by <http://www.wordfrequency.info/>

<sup>57</sup> Schin, G., Racovita, M., Susanu, V. (2011), „Implementing the Systems of Performance Management Indicators (Balanced Scorecard) Within Notary Offices From Romania" International Conference "Risk in Contemporary Economy", XII<sup>th</sup> Edition, [http://econpapers.repec.org/article/ddjfserec/y\\_3a2011\\_3ap\\_3a231-236.htm](http://econpapers.repec.org/article/ddjfserec/y_3a2011_3ap_3a231-236.htm)

includes a wide variety of activities which are extremely useful for the society and its corresponding entities.<sup>58</sup>

In recent years event marketing has spread rapidly in the various spheres of the society, being the area with the most significant increase in marketing and advertising. Nevertheless not all event marketing types can be easily recognized at first sight as events included in the marketing program. This is mainly due to the fact that there are several types of event marketing and there are no strict or accurate rules about what event marketing is. For instance, ministries and authorities communicate via events and these events can be expensive, they can be organized during election campaigns and be effective campaign tools of political parties.

### 3. Conceptual delimitations

The term "event" is a common word of our day to day vocabulary, its original meaning being not only that of "manifestation" but also that of "important and remarkable happening/occurrence". The inflationary use of the word "event" is a problem as almost anything can be perceived as a special occurrence or happening and can be regarded as an event.<sup>59</sup>

#### 1. Event Marketing

"Nowadays events are an indispensable tool of communication in marketing, their force being generated by the direct contact among people."<sup>60</sup> Event marketing is a manifestation whose purpose is to achieve a pre-established marketing objective.<sup>61</sup> The strategic use of event marketing as a communication tool is called marketing events.

Marketing events can be defined as the way in which different governmental and non-governmental, for-profit or non-profit organizations can make use of communication through an event in order to convey a message to the external public represented by stakeholders and also to the internal public represented by employees.

Marketing events can be regarded by some authors as a process due to which an event is planned, prepared, created and delivered. Those who organize an event must take into account each and every aspect that particular event implies, including research, planning, implementation, organization, control and assessment of the design and implementation activities.

Marketing events also involve promoting the company's brands or the company itself buy associating it with a social activity. To some marketers, the use of traditional media as the only means of communication has become unsatisfactory, expensive, unpredictable and fragmented. That is why marketing events enable the avoidance of these ambiguities since they enable face-to-face contact with the target public through a physical contact and an interactive atmosphere.

#### 2. Marketing Events

Event marketing involves manifestations that have a significant advantage compared with the other means of communication as it focuses the target audience attention upon live staging, through a mix of language and text, dance, music, sound and light, means of communication and stage decoration, flavour and taste. In other words, event marketing appeals to all sensory receptors thus achieving a more intense effect than the one generated by the mere visualisation of the classical commercial. Therefore, event marketing has been a fast-expanding market over the last years.

Event marketing represents an important part of the communication mix that generates demand. Thus it provides the opportunity to establish Business to Business relationships, an invaluable chance both for customers and potential customers to connect with each other. Moreover, it is an opportunity to attract potential customers or to get back the former ones and also of market repositioning due to the increase of brand reputation and of the business commercial funding.

### 4. Events' Functions and Characteristics

The only environments that provide the most favourable conditions for communication, negotiation, information, consulting in just a few days are events, even if their organization as well as participation in such events can be rather expensive.<sup>62</sup>

<sup>58</sup> Zamfir C. Moise, Târgurile, expozițiile și convențiile, instrumente de marketing, Editura ALL Beck, București, 2002, p. 59

<sup>59</sup> DEX'98 (1998) and NODEX (2002)

<sup>60</sup> Stephan Schäfer, Event-Marketing, Editura Cornelsen Verlag Scriptor GmbH & Co. KG, Berlin, 2005, p. 5

<sup>61</sup> Stephan Schäfer-Mehdi, Organizarea evenimentelor, Editura ALL, București, 2008, p. 9

<sup>62</sup> George Schin, Margareta Racovita, Viorel SUSANU, „Modelling the Processes of Maximizing Hotel Revenues, Based on Applying the Linear Programming and the Network Flows” - International Conference "Risk in Contemporary Economy", XII-th Edition, 2011, Galati, Romania, <http://econpapers.repec.org/article/ddifserrec/y 3a2011 3ap 3a262-266.htm>

Frequently, participating in such event is coordinated and integrated with other marketing tools, depending on the strategy, priorities and company's objectives as follows:

- if contracts and business development are the main objective for participation, then the emphasis is put on attracting the existing clients.
- if identifying and attracting new clients become a priority, then the entire promotional campaign becomes more intense and diversified.

Taking into account all the above-mentioned aspects, organizing an event and/or participating in an event must consider the following main factors:

- communication develops by establishing relationships and contacts, advertising and sales promotion.
- products, services and technologies related to the type, quality, technical specification, reliability and availability.
- prices and financial conditions, the high price charged, credit requirements and conditions, discounts, payment arrangements.
- outlets – sales network, distribution channels, logistics, storage system, transport.

### 1. Functions

Due to the *communication function* personal contacts are established or reinforced in a wide range of suppliers, customers, service providers, within a considerably shorter period of time and requiring less money and time compared with the use of some other marketing and sales tools.

The event creates the *proper environment of obtaining, collecting, exchange of information and creating the image* of the company participating in common place where economic entities meet with users and clients in a certain place and time set by the organizers.

Another relevant function of an event is that of *opportunity for programming, training and creating proper conditions for future sales* and that of *focussing on those willing to achieve their business objectives in optimum conditions*, being at the same time an *indicator of the business or economic development potential of a certain geographical area, industry or geographical sectors*.<sup>63</sup>

### 2. Characteristics

A successful event mainly relies on the following: information, emotion, motivation and promotion of an activity. Event marketing takes on the responsibility of promoting news, of emotionally preparing the public in order to raise their interest, of motivating the participants to face challenges and new tasks, finalizing all these aspects with an activity.

Event marketing is considered as a tool of the communication mix, organized for a particular purpose. Their force is mainly generated by a clear-cut separation of the target group and thus through a direct discourse this target group should be sensitised effectively. A clear message that is staged in a captivating manner motivates people to do something for you while you act in their interest. Therefore, those who spectators can turn into active participants who will sell products and services more successfully or at least they can press for in this respect. In order to do so, obviously, a single event is not enough in the marketing communication plan. The factors that can lead to the forming of a snowball effect causing avalanche are: the 3"E"s (Entertainment – Excitement – Enterprise) and the 7"I"s (Interaction – Involvement – Immersion – Intensity – Individuality – Innovation – Integrity).

Moreover, marketing events should create an experience that the participants will remember to the by integrating the 7"I"s within the events planning and organizing strategy:

Fig. no. 2. The 7"I"s of the marketing events

<b>Interaction</b>	Brand ambassadors consumer interaction with the brand, with products displayed provides details about the perception and expectations.
<b>Involvement</b>	Remarkable moments in an event facilitates emotional involvement of the audience with the brand, event or experience.
<b>Immersion</b>	Involving consumers and focus their attention so that posts be isolated from other organizations is accomplished by immersing all senses.
<b>Intensity</b>	The intensity of an experience created to ensure its long-term memorability.
<b>Individuality</b>	Consumers want personalized interaction. Marketing should focus more on individuals than on monologue dialogue with a brand.

<sup>63</sup> Zamfir C. Moise, Târgurile, expozițiile și convențiile, instrumente de marketing, Editura ALL Beck, București, 2002, p.56

<b>Innovation</b>	To create the desired impact in the event it is necessary innovation in content, location, audience to avoid monotony and market saturation.
<b>Integrity</b>	Preservation of integrity of the brand is a quality highly appreciated by consumers.

Many people believe that event marketing is a complex process to develop and thus questions such as "Who, when and how do they behave?" and "What program is interesting and to whom?" may sometimes be challenging due to the fact that the answers are not even by far clear or simple. Organizing event marketing must take into account the primary needs of people who are participating, although orientation tends to take into account abstract typification and aspects of marketing. Among the primary needs we identified the organizer's interest in ensuring food, drinks and transportation. As long as the participant is exhausted because of transportation, he or she will be almost unable to receive the message that the organizer wants to convey (to the soul) of the participant either directly or indirectly.

### 5. From isolated marketing communication activities to network communication

Event marketing is not an invention of recent years. Since ancient times, people have organized different types of event marketing but they do not call them like that. In support of this statement is the opinion of experienced congress organizers and also former conference participants. The novelty in organizing these events is their position in marketing. Therefore, there is a clear cut distinction between "above the line" and "below the line". The phrase "above the line" implies a way of promoting things through advertising, PR, sales promotion, selling through sales agents, which involves an agency and its remuneration by the producing organization. "Below the line" aims at promoting the organization's own means and includes event marketing, direct marketing, new media, fairs, etc.

Table no. 1

The modern mix of communication

THE MODERN MIX OF COMMUNICATION	
• Advertising (written media, TV, cinema)	• Organizing events
• PR (public relations)	• New media (Internet sites)
• Direct Marketing	• Promoting sales
• Personal sales	• Fairs

Source: Stephan Schäfer-Mehdi – Organizarea evenimentelor - Editura All, București, 2008

### 6. Current state of research in event marketing

Nowadays, when the buyer has the ultimate power, marketers should take advantage of every opportunity in order to establish a relationship, generate goodwill and earn customer trust. It is tempting to maintain marketing tactics which involve less time and money but in most cases is not in the interest of the company to do so. A solid marketing mix that incorporates event marketing must connect the company with as many potential clients as possible. <sup>64</sup>

Almost 50% of the analyzed brands that use marketing within shops, declared that the experience and efforts it generated are excellent compared with a low percentage that cannot say the same thing.

Most brands coordinate or participate in more than 10 events annually whereas a third of them organize or participate in more than 100 events.

70% of the consumers leave events with a positive opinion regarding the brand, company or product presentation. More than half of the consumers admit that they purchased the product or service launched within the event. An event becomes enjoyable when the audience benefits of the desired information, free samples and a good deal. The percentage of women who purchase products as a result of participating in an event exceeds that of men. People aged between 25 and 35 purchased products because of the feeling created in the event.

The vast majority of participants who purchased the product or service after the event became regular customers. Especially young people are those who purchase after the event. Women become regular customers in a much higher percentage than men who are more difficult to be persuaded. People aged between 36 and 45 years will purchase again, while people under 25 will compare prices using their own mobile phones.

<sup>64</sup> <http://eu.marketo.com/>

Technology is the trend that doesn't show any sign of slowdown. The first digital devices used by consumers were the computer, the laptop and then the mobile phone. More than a third of the consumers admit that they use their mobile phones more frequently than their computers to connect to brands and to post on social networking websites.

### 1. The role of events in the company's business strategy

The inclusion of events in the company's business strategy is a necessary step to take in order to understand their favourable effect. The success of an event is generated by the synergical use of each and every marketing tool, the effect being more favourable than using them separately. If a marketing tool is harmoniously integrated in a unified programme with strict deadlines, objective and organizational patterns, then more satisfactory results will thus be achieved.<sup>65</sup>

In a study conducted by the Event Marketing Institute together with Mosaic - the North American Agency on the event marketing industry and on experiential marketing, 84% of the respondents declared that these are important, very important or even vital to the organization.

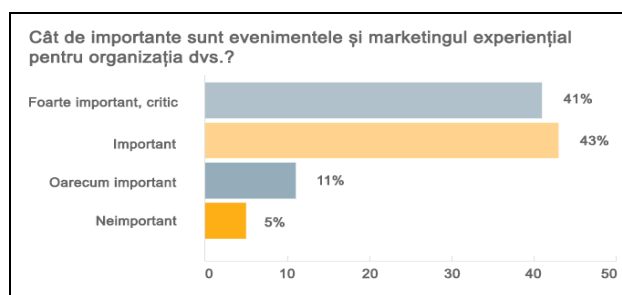


Fig. no. 3. The importance of events and experiential marketing to organizations

Source: EMI/MosaicEvent Track 2013

### 2. New rules of the Generation Y

Another study conducted by the Event Marketing Institute together with MKTG INC – marketing agency, reveals that 94% of the Generation Y consumers<sup>66</sup> admitted that they would be willing to buy a product after a pleasant experience at an event. This "pleasant experience" is not quite easy to create though. From this first generation who grew up with the internet integrated in their lives, almost half of those interviewed posted comments about an event on a social networking website, aspect which creates a new set of challenges for the marketers. Francesca Gangitano, Director of Strategy and Planning Manager at MKTG INC says that "marketers in all brand categories need to plan campaigns that connect with consumers, whether they're live or online, and the experiences have to reach consumers' minds. Now brand managers need to consider themselves "brain managers."<sup>67</sup>

Generation Y has become a whole new ballgame. In order to win, event marketers need a new set of rules which are presented below:

- LET THEM IN. Brands should be flexible enough in their range of products to take into account "consumers' contributions" and to meet their expectations. These can be accomplished by initiating a dialogue with consumers.
- SHOW, DON'T TELL. Brands need to promote their products and services, to show not only what they are, which attributes and benefits they have but also their relevance in consumers' life.
- SELL IT. Events are the best place to raise consumers' interest in products and as a result sales increase.
- CONSTANT CONTACT. Events act as a catalyst of creating relationships and initiating future conversation. That is why event marketing strategy does not end once the event is over but it continues with the follow-up and an active dialogue with consumers.

### 3. Internet, Social Media and Event Marketing

<sup>65</sup> Zamfir C. Moise, Târgurile, expozițiile și convențiile, instrumente de marketing, Editura ALL Beck, București, 2002, p.53

<sup>66</sup> Generation Y is represented by people born beginning with 1970 until mid 1990s. This generation is also known as Millennials or the Next Generation but most frequently it is called Generation Y.

<sup>67</sup> Connecting with Gen Y: Insights and Research, study conducted in 2011 by the Event Marketing Institute in collaboration with MKTG INC- marketing agency



Eight years after it was launched, Facebook boasts with its 901 million active users every month and increasingly more join every day. More than 170 million tweets are sent every day. One year after it was launched Google+ reports 170 million users. Social networks stepped outside the sphere of privatization a long time ago. Companies in all industries take advantage of the social networking platforms in order to better attract customers, to get more market share and to increase brand awareness.

Consumers are online, anywhere around towns or cities, which facilitates the use of social media and thus marketers can have control of each and every second of their lives. Consequently, worldwide brand marketers rethink their portfolios and change the way to perform their activity on the market. Campaigns' central points as well as the marketing mix begin to be represented by the consumer instead of the brand, allowing the target audience to participate in marketing campaigns and thus to have control.

The Internet has changed everything. Consumers are interested in personalized interaction. Therefore marketing should be more about the dialogue with consumers than the monologue with a brand. Generation Y is expected to take an active part in the brand creation and is aware that they are creating it.

In 2013, 76% of the respondents involved in the study conducted by EMI and Mosaic were using Facebook, recording an increase of only 2% compared with the previous year. The most significant increase was reached by LinkedIn, but Facebook still remains the most influential social media platform.

Table no. 2

Social Media Evolution 2012-2013

	2012 %	2013 %	% Modificare
Facebook	74%	76%	+2%
YouTube	39%	46%	+7%
LinkedIn	27%	35%	+8%
Twitter	25%	29%	+4%
Pinterest	19%	16%	-3%
Alte site-uri social media	6%	9%	+3%
MySpace	9%	7%	-2%
Niciunul din cele de mai sus	19%	15%	-4%

Source: EMI/Mosaic Event Track 2013

#### 4. The power of word of mouth

Experiential marketing, with its unique ability of turning brand promises into stories that need to be shared with friends, has never had a more powerful influence in conversations. Today's events do more than connecting with participants, they wholeheartedly support the power of the word of mouth on a long term, thus saving about a half of the costs allocated to traditional marketing.

Le-ai spus vreodată prietenilor/familiei tale despre un eveniment la care ai participat?

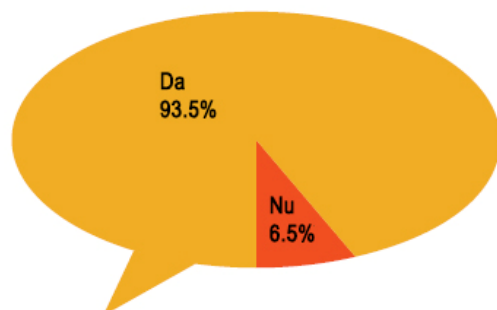


Fig. no. 4. Sharing experiences

Source: Event Marketing Institute/MKTG INC consumer survey

Dacă da, cum le-ai spus?

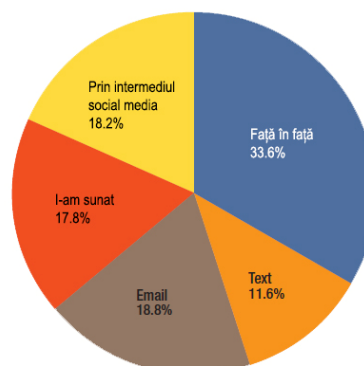


Fig. no. 5. How the message was conveyed

93.5% of the respondents of the EMI & MKTG INC questionnaire shared an experience they underwent with a brand at an event they participated. And it was not shared with only one person. 43% of

them shared that experience with 1 to 5 people whereas 23% shared with 5 to 10 people about the event they participated.

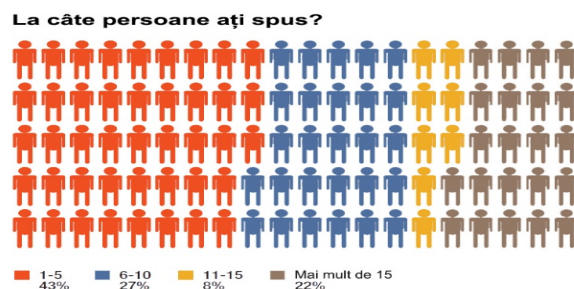


Fig. no. 6. Sharing the experience

Source: Event Marketing Institute/MKTG INC consumer survey

## 5. The Budget

According to the study conducted by IDC Tech Marketing Benchmarks in 2012, the event marketing budget represents 1/5 of the company marketing budget, a significant percentage we might say.

An important number of studies conducted show the importance of event marketing and experiences, its presence becoming even critical in some organizations. 84% of the companies analyzed, that allocate significant budgets of over 50 million dollars, 100 million dollars respectively, admit the importance of event marketing and experiences. The responses of the leading companies with budgets allocated to events that exceed 10 million dollars emphasize the importance of launching new products.

The company's investments and their integration with other marketing channels are being carefully monitored by marketers within event marketing. However, a certain aspect is obvious: the event marketing budget needs not to be allocated huge amounts, as long as harmony is created between all the factors that ensure an event's success and memorability.

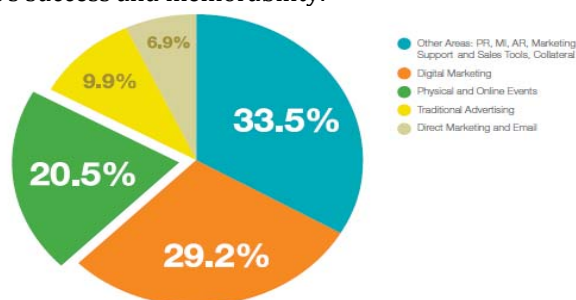


Fig. no. 7. Percentage allocation to events from the marketing budget

Source: Marketo - The definitive guide to event marketing, North America, 2012

## 7. Analysis of consumers' perception on event marketing

The study was conducted between April, 4<sup>th</sup> 2013 and April 8<sup>th</sup> 2013 on 230 people aged between 18 and 50. The respondents were randomly selected, especially in the online environment through social networks, resulting that 74% of them have a university degree and 87% live in urban areas in most towns and cities of Romania. 91% of the respondents were aged between 18 and 25, and the proportion of men surveyed was 2% higher than that of women. The main objective of the study was to analyze consumers' perception on event marketing.

Out of the 230 respondents, 200 admitted they participated in event marketing lately. Of the entire range of event marketing types, the highest percentage is held by trainings - 15%, product presentations - 14%, followed by trade fairs, exhibitions and conferences - 13%, most of them being organized by an NGO (45%) or a private company (35%).

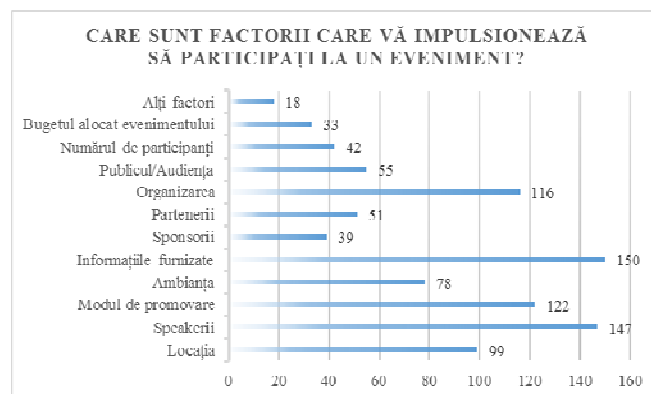


Fig. no. 8. Reasons for participating in events

Noticing that event marketing participants appreciate when these are sponsored or organized, we thought it might be interesting to find out which are the factors that stimulate them to participate in events. Most of them admitted that they chose to participate in an event for the information provided and also for the speakers. The least frequently reported reasons for which consumers choose to participate in such an event are the partners and sponsors.

Therefore we found out why people choose to participate in events. But which are the factors that ensure the success of an event. According to ILA Berlin Airshow<sup>68</sup> the number of participants in an event does not necessarily mean that the event had the intended effect, so we asked the participants: "Which are the factors that help ensure the success of an event?", and these variables that ensure success were assessed on a scale from 1 to 7, with an average score of 4.81 for the information provided in the event, 4.77 for speakers, and 4.60 for event marketing promoting methods. The variable that ranked last by the questioned participants was budget allocated for organizing the event, with an average score of 3.88 points, sponsors and partners representing the 5th of 7 possible variable, considered as a variable that guarantees the success of an event.

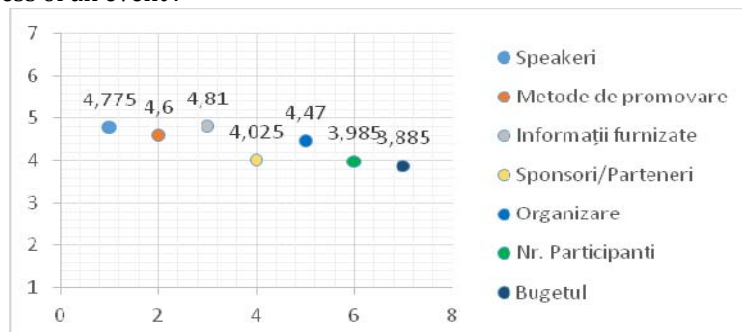


Fig. no. 9. Variables that ensure the success of event marketing

When the respondents were asked how did their behaviour change concerning the sponsors as a result of participating in event marketing, 57% of them considered that they did not change their behaviour, 36% said that they began to trust that sponsor/partner and to purchase the goods/services that sponsor/partner provided, 3% changed their behaviour in a negative way and 5% of them became loyal consumers because of their participation in event marketing.

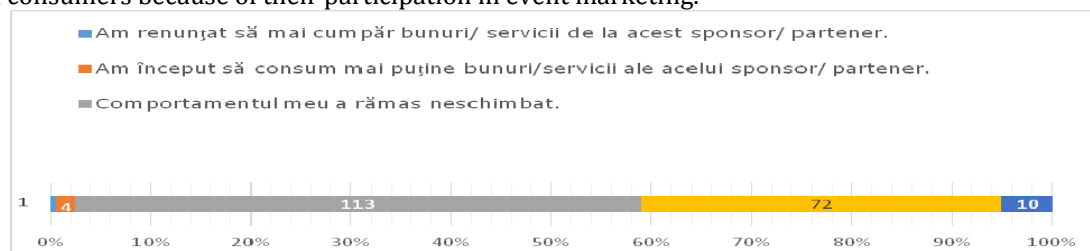


Fig. no. 10. How did your behaviour change towards sponsors/ partners, as a result of the event you participated?

<sup>68</sup> [http://www.mpiweb.org/portal/Business/20110902/New\\_Best\\_Practices\\_in\\_Event\\_Marketing](http://www.mpiweb.org/portal/Business/20110902/New_Best_Practices_in_Event_Marketing)



Customers are the most important "patrimonial element" of a company. Their decision to buy has as a result the consumption of products and generates sales. Regardless of how well organized is the supply and financial system, production lines, human resource management, without customers the company's assets have no value. The customer base is a company's most important asset. The main task of the company is to win and retain customers.

An interesting aspect which should be mentioned here is that similar percentages were obtained both by the study conducted by the Event Marketing Institute in 2011 and by the study conducted in 2013 in this research. The difference of only 2% is obtained in response to the question: "Which are the partners/sponsors of the event that you attended?". Although consumer perception is fluctuating from day to day, it seems that in this respect they have the same opinion.

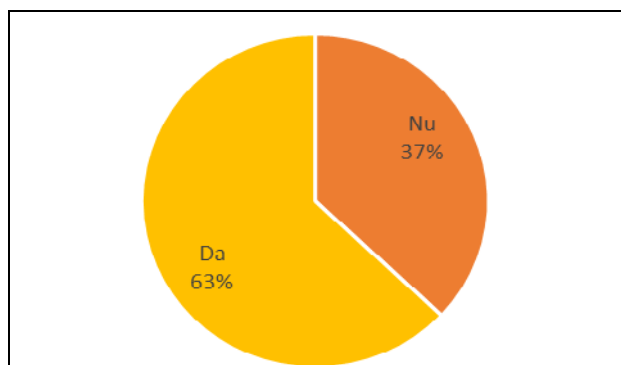


Fig. no. 11. Customers remembered brands names in 2012

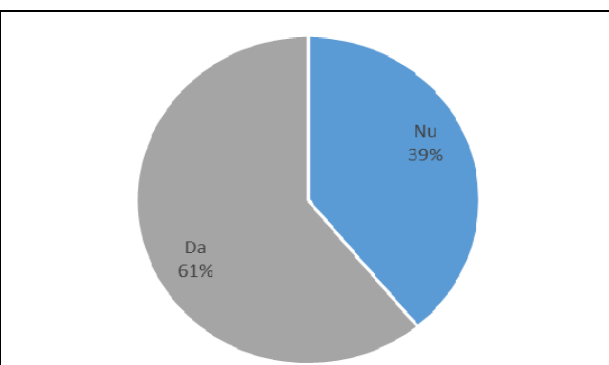


Fig. no. 12. Customers remembered brands names in 2013

In the current research, we analyzed how consumer behaviour changes towards brands that sponsor that event marketing. As it can be seen in the graph below, initially the level of trust of most respondents is in the "uncertainty" stage but after participating in event marketing they begin to gain confidence in their sponsors/partners. Two aspects can be noticed here. The first aspect which coincides with putting more emphasis on clients, due to the fact that they can be easily "reshaped" then those who have no trust. The second aspect that is revealed by this graph is that although event marketing participants do not consider sponsors/partners as the main pillars that ensure success, their behaviour can be easily reshaped by organizing events.

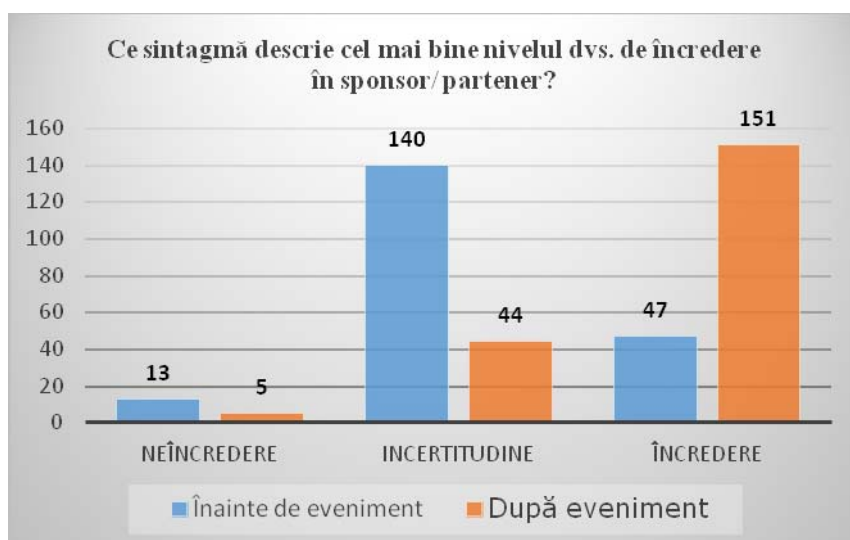


Fig. no. 13. Confidence in sponsors/partners

In order to demonstrate this, we formulated another question, which could help us assess the respondents' level of confidence in event marketing sponsors/partners on a scale of 0 to 5, the lowest score representing total disbelief whereas the highest one representing increased confidence. Thus by

organizing event marketing, sponsors/partners gained confidence of 61% of the interviewees, these people beginning to have confidence in those who organize and sponsor events, 29% maintained their indifference and 9% of the respondents still have low confidence in partners/sponsors and only 1% cannot be persuaded to change their disbelief.

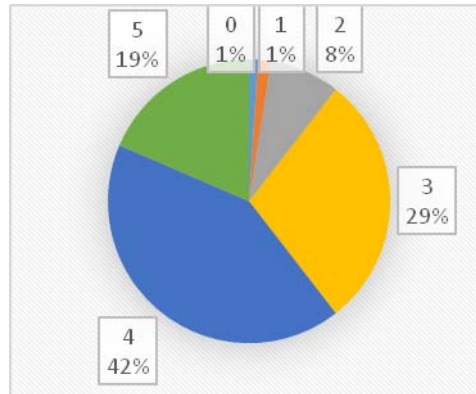


Fig. no. 14. Consumers' level of confidence in sponsors/ partners

The participants involved in this research believe that organizing event marketing is a trendy and expensive phenomenon which generates benefits to companies to the extent that more sponsors or partners are involved. All the interviewees consider that organizing an event is not a difficult task, participating in these events is not a trend and involving an event management agency does not ensure the success of that event.

A majority of 75% of the respondents are willing to participate in other events marketing, 24% are likely to participate and remains only 1% of people who do not wish to participate in such an event.

## 8. Balanced ScoreCard<sup>69</sup>

Due to the Balanced ScoreCard Designer program we intend to make a comparative analysis of two companies. The selection criterion was the event marketing presence or absence in these companies. Therefore the first company will be analyzed in terms of performance obtained without an event in the marketing plan, while the second company is monitored in terms of a marketing plan that includes an event.

At first sight we can notice that the marketing mix of the first company is unsatisfactory in terms of communication mix performance, recording rather low values.

By comparison, we can see the high level of performance displayed by the company which has an event included in the marketing mix. The communication mix is shaped by the significantly increased percentages that show performance show.

At the investment level, we can see an increased interest in the Facebook platform and also in the company's website in both cases.

According to the information we collected due to the BSC Designer programme, the results obtained in Company 1 are unsatisfactory, aspect which is also revealed by the percentages which are below the level of 50%. The company which includes event marketing in the communication mix enjoys good percentage in terms of progress, exceeding in 4 out of the 6 possible cases the level of 68%.

<sup>69</sup>For further details, please check ANNEX 1. BSC

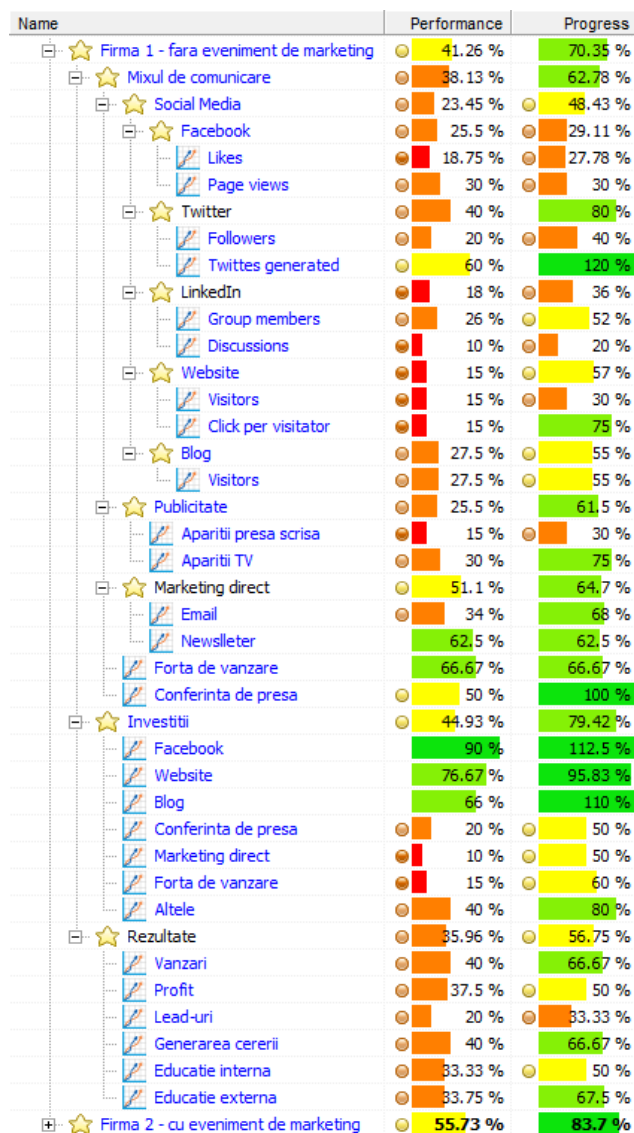


Fig. no. 15. BSC Company 1

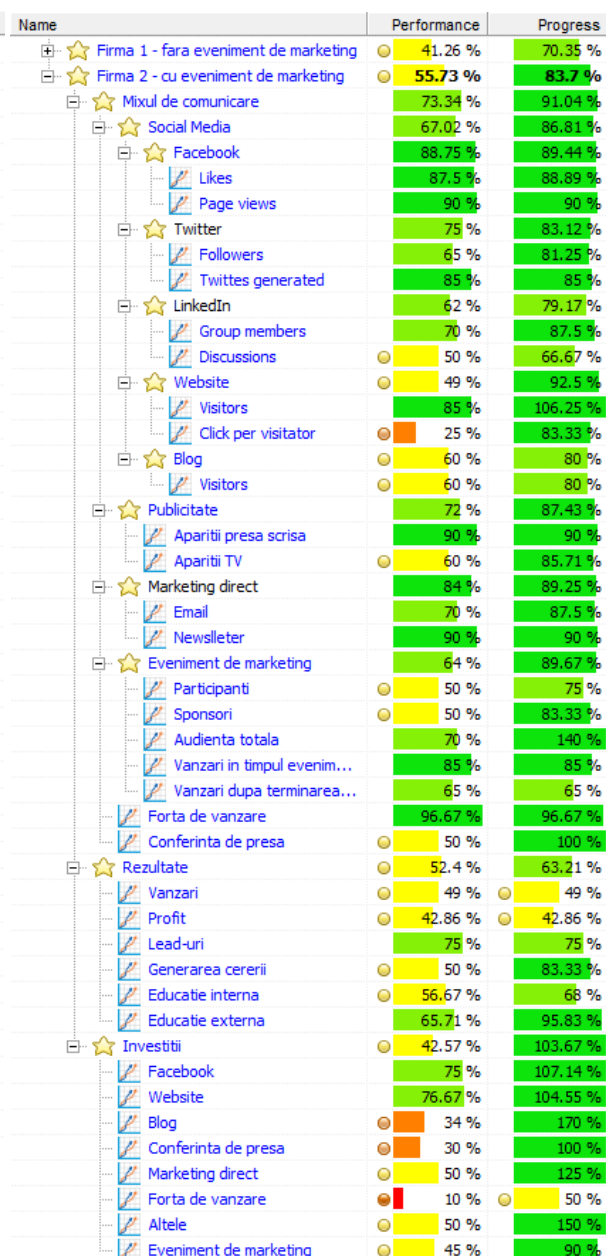


Fig. no. 16. BSC Company 2

## 9. Conclusions and suggestions

Intelligent companies combine the social media with experiential campaigns and currently use technology as an instrument that determines the consumers to be where they want them to be. A large segment of consumers uses increasingly more smart phones during events to compare prices, make photos, scan QR codes or send messages related to the event or experience.

Compared with 2012, 2013 has been so far marked by the program integration and marketing efforts, the increased importance of social media channels for events, the rate of return on investment (ROI), strategic approach of events within top companies.

Events should not be regarded as one of those once-in-the-lifetime meetings, but as a continuous evolution of a relation. Communication with today's brands should be exciting; it should provide to the Generation Y something cool to show their friends or networks; it should create a sparkling dialogue.

"In the future we will do our shopping on the World Wide Web. In many economic sectors, event marketing will remain the only way to provide real information on products either through permanent staging such as the automobile city or through unique manifestations."<sup>70</sup>

Even if there will always be a few computer freaks and geeks who will rather prefer to spend their time in front of their computer screens in their high-tech cage, nevertheless increasingly more people will want to communicate directly again and authentic experiences.<sup>71</sup>

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<sup>71</sup> Stephan Schäfer-Mehdi – *Organizarea evenimentelor* - Editura All, București, 2008, p. 48