



Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions

By C. A. Preston

Download now

Read Online ➔

Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions By C. A. Preston

A modern, completely updated guide to effective event marketing

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.

↓ [Download Event Marketing: How to Successfully Promote Event ...pdf](#)

📖 [Read Online Event Marketing: How to Successfully Promote Eve ...pdf](#)

Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions

By C. A. Preston

Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions By C. A. Preston

A modern, completely updated guide to effective event marketing

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.

Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions By C. A. Preston **Bibliography**

- Sales Rank: #494323 in Books
- Brand: John Wiley Sons
- Published on: 2012-03-13
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .90" w x 7.30" l, 1.55 pounds
- Binding: Hardcover
- 320 pages

 [Download Event Marketing: How to Successfully Promote Event ...pdf](#)

 [Read Online Event Marketing: How to Successfully Promote Eve ...pdf](#)

Download and Read Free Online Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions By C. A. Preston

Editorial Review

From the Back Cover

The Wiley Event Management Series

Practical guidance for launching highly visible event marketing campaigns

The new and fully up-to-date Second Edition of Event Marketing offers a complete set of tools, strategies, and best practices for designing every phase of a successful, integrated marketing campaign for any event—from small conferences and expositions to giant fairs and festivals.

Designing a campaign that attracts attention, motivates people to attend, and achieves the goals of the event organizers requires creativity, effort, and the kind of informed guidance you'll find here. Event Marketing covers every form of promotion, advertising, and public relations, in both traditional and online media. This edition has been thoroughly revised and expanded to include the very latest on social media and online marketing, consumer behavior patterns, and corporate sponsorships. Modern case studies and exhaustive resources make it ideal as both a textbook for students and as an everyday resource for working practitioners.

Features include:

- In-depth coverage of promotions, advertising, PR, and both traditional and online marketing strategies, as well as budget financing
- Detailed case studies and analyses of marketing plans for specific events, such as conferences, corporate meetings, large festivals, and more
- The very latest in current trends and innovations, including digital marketing strategies and social media
- Comprehensive appendices offering online resources and links to event marketing associations and societies, media tracking services, electronic marketing services, and more

About the Author

CHRIS PRESTON is the program leader of marketing for Queen Margaret University's School of Business, Enterprise and Management, in Edinburgh, Scotland. He has extensive experience in the academic world of marketing and events as well as a commercial marketing background at the corporate level.

The late Leonard Hoyle Jr., CAE, CMP, authored the first edition of this book. He was the dean of the American Society of Association Executives' School of Management, served as chairman of the Convention Industry Council, and was an adjunct professor at The George Washington University.

Users Review

From reader reviews:

Richard Simpson:

Nowadays reading books become more than want or need but also become a life style. This reading behavior

give you lot of advantages. Associate programs you got of course the knowledge even the information inside the book this improve your knowledge and information. The data you get based on what kind of reserve you read, if you want get more knowledge just go with education and learning books but if you want sense happy read one using theme for entertaining for instance comic or novel. The Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions is kind of publication which is giving the reader unpredictable experience.

Penny Stout:

Hey guys, do you wishes to finds a new book you just read? May be the book with the name Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions suitable to you? The book was written by popular writer in this era. Often the book untitled Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositionsis the main one of several books that everyone read now. This particular book was inspired many men and women in the world. When you read this guide you will enter the new dimensions that you ever know prior to. The author explained their plan in the simple way, and so all of people can easily to understand the core of this e-book. This book will give you a wide range of information about this world now. To help you to see the represented of the world on this book.

James Valenzuela:

You can spend your free time to learn this book this e-book. This Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions is simple to bring you can read it in the park your car, in the beach, train and also soon. If you did not get much space to bring the printed book, you can buy the e-book. It is make you better to read it. You can save often the book in your smart phone. Thus there are a lot of benefits that you will get when one buys this book.

Jason Rickman:

Is it you who having spare time subsequently spend it whole day through watching television programs or just lying on the bed? Do you need something new? This Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions can be the reply, oh how comes? The new book you know. You are therefore out of date, spending your extra time by reading in this brand new era is common not a geek activity. So what these ebooks have than the others?

Download and Read Online Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions By C. A. Preston #ZNPVW69175I

Read Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions By C. A. Preston for online ebook

Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions By C. A. Preston Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions By C. A. Preston books to read online.

Online Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions By C. A. Preston ebook PDF download

Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions By C. A. Preston Doc

Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions By C. A. Preston Mobipocket

Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions By C. A. Preston EPub