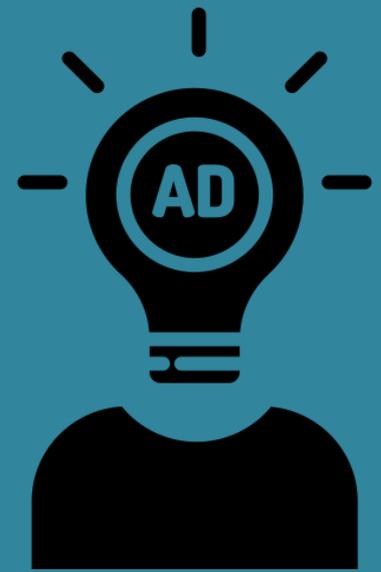


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Marketing Communication Creativities Strategies

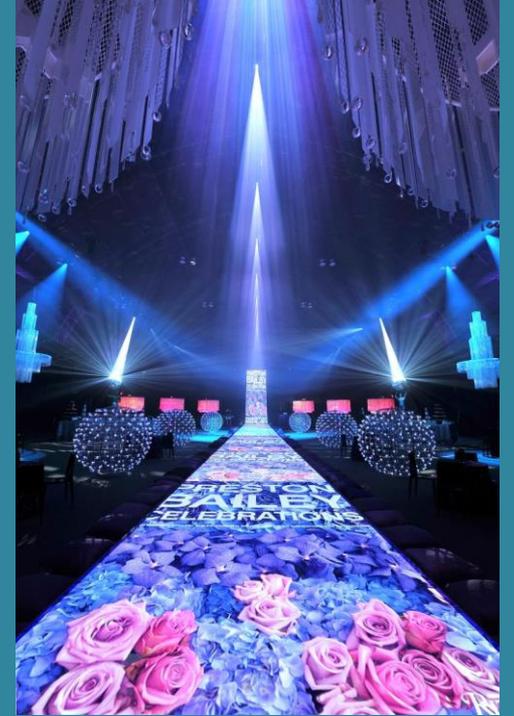


Asst.Prof.Prakaikavin Srijinda, Ph.D.

Event

Marketing

Creativities Strategies



Event

Marketing

Event Marketing

It is a marketing communication activity that aims to stimulate behavior of consumers in order to purchase goods and services by manufacturers of goods and services offering special offers to consumers, stores and salespeople who participate in the company's programs. In order to increase sales of products and services, creating sales immediately.

Event Marketing is a part of IMC (Integrated Marketing Communications), so it is responsible for being a marketing communication tool as a communication, so Event does not mean marketing activities.

Its meaning....

Event Marketing

Communication

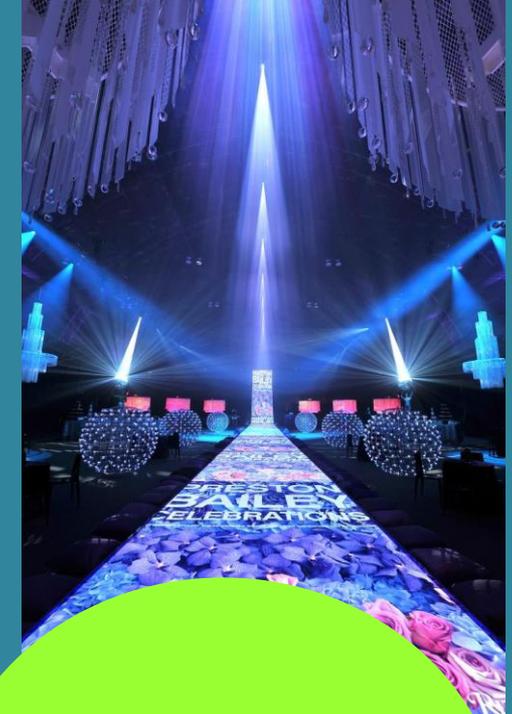
Event marketing communication is about

Brand Experience Creation

Or **Brand Experience**



Joint
Event



Sole
Event



Sole

Event



Launching
/Grand opening /
Opening
ceremony



Anniversary



Meeting
/Convention
/Conference

Contest





Competition



Seminar /
Symposium

award
ceremony





CRM Event



Public
Relations Event
/ CSR Event

Road Show Event





Sport Event



Entertainment
Event

City Event



Joint

Event

Exhibition or
Exposition
(expo)

Trade Fair
Consumer Fair

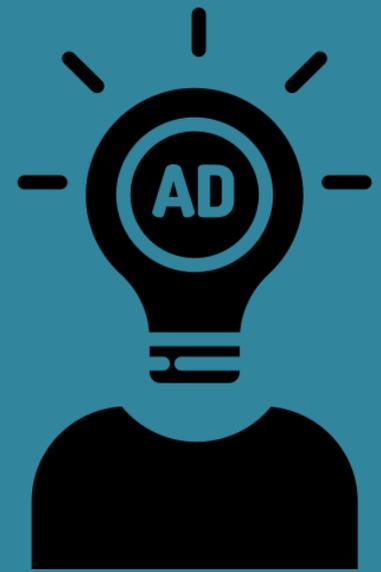
Trade Show

Trade
Sponsorship



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