

AIM3201

Marketing Communication Creativities Strategies



Asst.Prof.Prakaikavin Srijinda, Ph.D.

Event

Marketing

Creativities Strategies



Event

Marketing

Process

OBJECTIVE

Setting

1

STRATEGIC

Event Planning

2

Event

CREATION

3

Event

ORGANIZING

4

Event

SCRIPT

5

Event

DAY

6

Event AMPLIFICATION

7

Event

8

การประเมินผลหลังการจัดกิจกรรม

Event

Marketing

Creativities

What...

To say?



“Concept”

How...

To say it ?



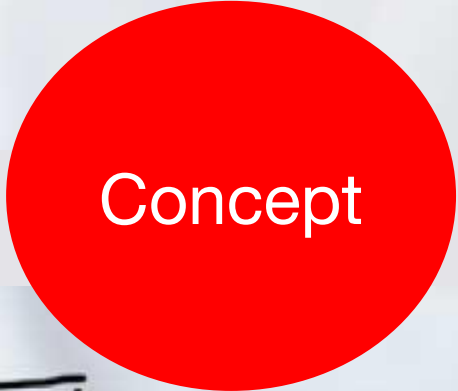
“Execution”

Who to...

Speak to?



“Target Group”



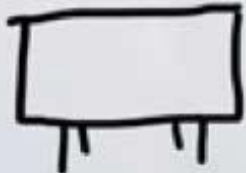
television



radio



newspaper



billboard



magazine



internet



leaflet

want to
organize
where?



set a
place

Divide the
work area into
how many
parts?



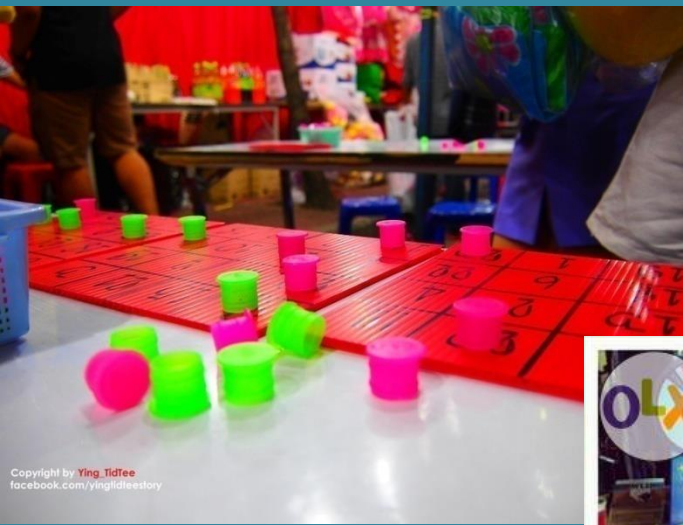
divide the
venue

What is the layout of the booth?



Event
booth
layout

What
games will
there be?



There will be
activities
how many
total rounds



What's that
are some of
the highlights
of the event



I am Sorry !!!!!

Will there
be a pretty
or host?



Elements of
Event

Marketing Plan

Concept

Theme

Date &
Time

Venue

Mood
& Tone





Details

Game

Stage
Design

Grand
Opening

Show
On Stage

Sequence

Booth
Design

Hilight

Rewards
&
Souvenir

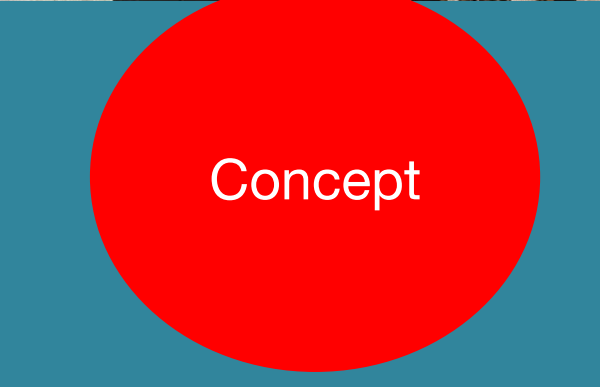
Budget

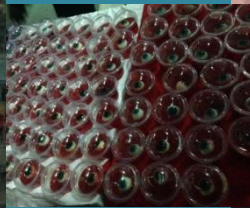


Music Festival



Songkran





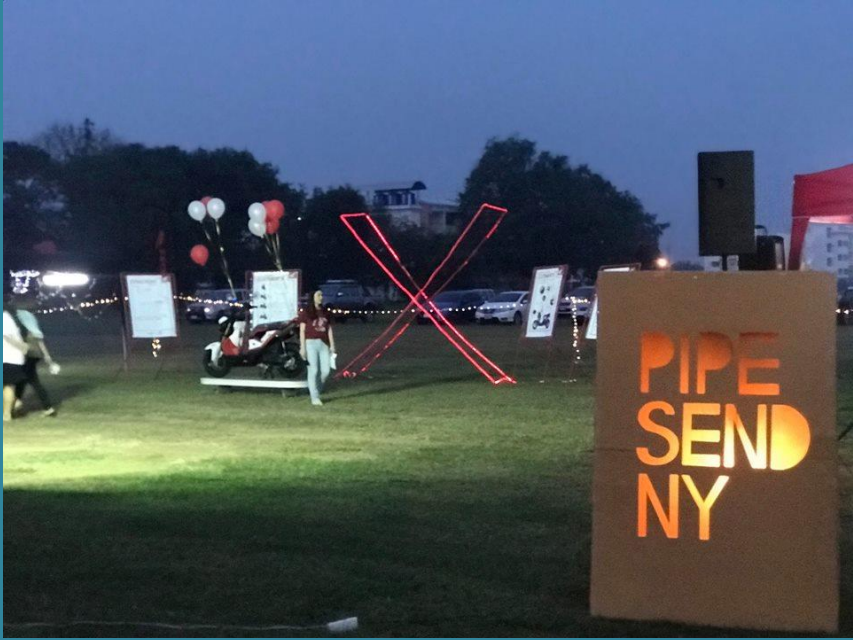
Concept



Concept

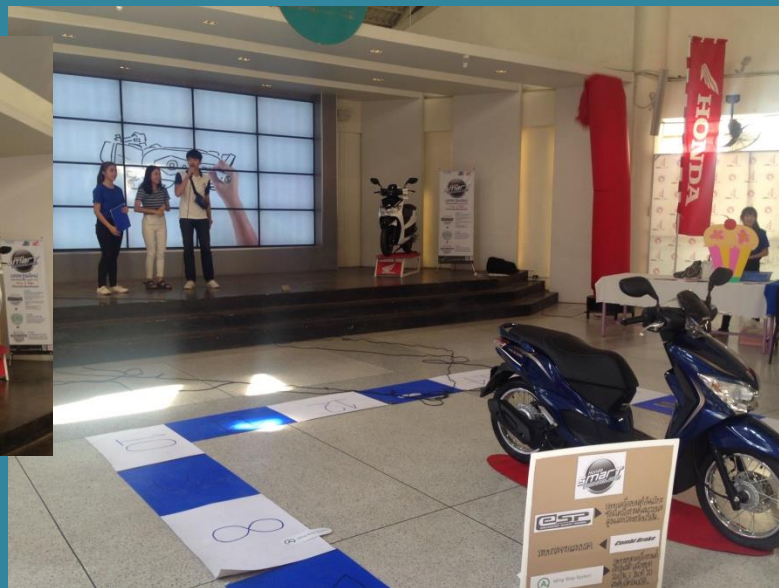


Venue



Venue





Space



Booth
Design

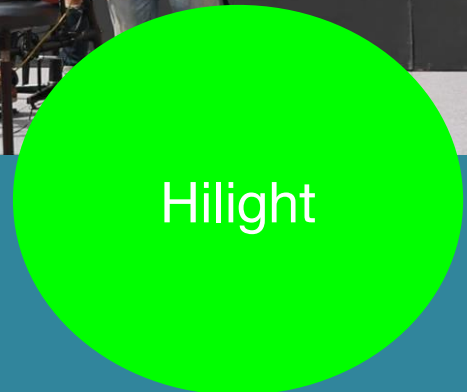


Game
Activity



Game
Activity





Class Exercise

Assign students to divide **into groups of 5** and write a
Event Marketing proposal
of the product **Bear Brand Gold Milk**
with the objective of creating awareness
and increase product sales
and for the main target group is the new generation
who care about health **between 25-35 years old**

Class Exercise



ลุย ลู๊ต่าย กล้าออกไปให้โลกเห็น



7 นมตราหมีโกลด์
คุณประโยชน์

อร่อย...ตอบโจทย์ได้ทุกวัน



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