



MARKETING YOUR EVENT

NEW

Menjawab Masalah Apa

Dalam dunia *marketing* kita mengenal *marketing mix* atau 7 P, yaitu *price, place promotion, product, people, process*, dan *physical evidence*. Khususnya *promotion* atau promosi terdapat dua metode atau cara melakukan promosi yaitu *Above The Line (ATL)* dan *Below The Line (BTL)*. Salah satu cara promosi BTL adalah *event* atau acara, salah satu bagian penting yang tidak boleh luput dilakukan di dunia bisnis acara adalah *event marketing* atau memasarkan sebuah acara. Tanpa memandang jenis atau besarnya event yang diselenggarakan, keberhasilan pelaksanaan event sangat tergantung pada pemasaran yang dilakukan.

Pemasaran sangat penting untuk menarik perhatian, mendorong minat peserta untuk berpartisipasi, atau dengan kata lain tujuan akhirnya adalah agar calon peserta atau pengunjung bersedia membeli tiket, membayar biaya partisipasi dalam kegiatan. Dalam memasarkan event, organisasi memerlukan strategi pemasaran event yang tepat sasaran, untuk itu dibutuhkan perencanaan, proses, implementasi dan kontrol kegiatan. Keberhasilan meraih target pemasaran akan menjadi indikator kesuksesan bagi organisasi dalam melakukan pemasaran suatu acara (*event marketing*).

Manfaat Apa yang Anda Peroleh

Setelah selesai mengikuti program ini, peserta diharapkan mampu:

- Memahami apa yang disebut *event marketing*
- Memahami perencanaan dalam pemasaran *event*
- Memahami *marketing mix* dalam pemasaran *event*
- Memahami strategi *event marketing*

Apa Saja yang Dibahas

- *Trend event marketing* terkini
- Perencanaan dalam pemasaran *event*
- *Marketing mix* untuk pemasaran *event*
- Strategi *event marketing*

Siapa yang Perlu Ikut

- *Marketing Supervisor*
- *Sales Supervisor*
- Semua staff yang terkait dengan *event marketing*

Problems To Be Addressed

In marketing, we are familiar with marketing mix or 7 P, being price, place promotion, product, people, process, and physical evidence. In promotion, there are two methods to carry out the promotion, Above the Line (ATL) and Below the Line (BTL). One of techniques in BTL promotion is event. One of important factors that should not be missed to be implemented in event business world is the event marketing or to market an event. Without observing at types of event or how big the event to be implemented is, the success of event implementation depends on the marketing effort that has been carried out.

Marketing is very important as an activity to attract people. Purpose of marketing is to boost the number of participants. It will push people to participate, or in other words, the end-target is that participants or visitors agreed to purchase ticket, to pay participating fee in an event. In marketing an event, the organization requires marketing event strategy that will hit the bull's eyes. It requires planning, process, implementation and activity control. The success in reaching marketing target, it will become indicator of success for organization in carrying out marketing of an event (event marketing).

Objectives

Having attended this program, participants are expected to be able to:

- *Understand what is event marketing*
- *Understand the planning in marketing the event*
- *Understand marketing mix in marketing an event*
- *Understand the strategy of event marketing*

Subjects Covered

- *Latest trend in event marketing*
- *Planning in marketing an event*
- *Marketing mix for marketing an event*
- *Strategy in event marketing*

Who Should Attend

- *Marketing Supervisor*
- *Sales Supervisor*
- *All staff that related to event marketing*