



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

By C. A. Preston



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**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.



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

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### **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**

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**Valerie Gray:**

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