

Marketing

Effective marketing is critical to the success of any non-private event. It ensures that the event is well attended and that the event's objectives are achieved.

For many events, marketing is handled by an individual or group that specializes in marketing, public relations or advertising. A non-profit organization may have a public relations committee, while a corporation will have a department or at least a coordinator on staff. Large organizations may also retain a public relations firm or advertising agency. In any of these situations, you will act as a **liaison** with the marketing people, and assist in coordinating any logistics. With other events, you may be expected to oversee marketing yourself as part of your event planning services.

Whether you are doing it yourself, or working with marketing people, the first step will be to develop a marketing plan. This will be part of the timeline schedule and critical path described earlier. **Brainstorm** ideas for advertising and promoting the event. If the event has been held before, your client can tell you how it was promoted in the past, and how effective those marketing techniques were.



Chances are you will come up with more ideas than time and money will allow you to implement. So decide with the client which marketing techniques will be used for the event, based on the available financial and human resources. For example, the items on your list might include:

- Direct mail
- Brochures
- Posters
- Billboards
- Newspaper advertising

- Radio advertising
- Contacting media with ideas for feature stories
- Event calendar listings
- Cable TV spots
- Invite the media to the event
- Develop a media kit to distribute at the event

The logo for the Arab British Academy for Higher Education (ABAHE) features the acronym 'ABAHE' in a bold, white, serif font. The letters are set against a dark red rectangular background with rounded corners. This logo is positioned at the top of a large, light red, teardrop-shaped graphic that tapers downwards towards the bottom of the page.

You will then need to break down each marketing technique into specific steps, with deadlines, and designate someone responsible for ensuring it gets done. For example, if you are planning to advertise, you will need to arrange to have the ad designed, have the design approved by the client, get any revisions to the ad, book the space or time in the appropriate media outlets, submit the ad by the deadline, and arrange for payment.

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