

A black and white photograph of two women sitting at a table in a meeting. The woman on the left is looking at a laptop, and the woman on the right is looking towards her. There are other laptops and papers on the table. The background shows a wall with some framed pictures or posters.

Marketing Objectives

Paramount Event Strategies has established six primary marketing objectives for the next fiscal year:

Increase qualified inbound leads by 40% via digital channels

Secure 20 new client accounts, including at least 5 from new industries

Grow Instagram and LinkedIn engagement by 50% through content development

Achieve a 25% increase in website traffic, driven by SEO improvements and referral links

Strengthen brand positioning as a top-tier corporate event partner

Expand regional recognition through media mentions and industry awards

Marketing Plan For Event Management Company Template

Liz Quick



Marketing Plan For Event Management Company Template:

Event Management Greg Damster, Dimitri Tassiopoulos, 2005 Dealing with event management in developing countries specifically South Africa this textbook confronts the specific challenges of creating well run events in places where world class catering and party supplies are not as readily available as in developed nations Complete with advice about all aspects of managing an event the second edition incorporates additional graphs tables and photographs as well as new material about the legal aspects of event planning

Events Marketing Management Ivna Reic, 2016-09-19 This textbook provides students with an essential introduction to the theoretical underpinnings and practicalities of managing the marketing of events In order to market events effectively it is vital to consider marketing of events from the organiser s perspective and to link it to that of the consumers attending events As such this is the first book on the topic which reflects the unique characteristics of marketing in the Events industry by exploring both sides of the marketing coin the supply and the demand in the specific context of events The book takes the reader from core marketing mix principles to exploring the event marketing landscape to consumer experience and involvement with event marketing and finally strategies and tactics employed to manage the marketing activities related to events The use of technology importance of sponsorship and PR are also considered International case studies are integrated throughout to show practical realities of marketing and managing events and a range of useful learning aids are incorporated to aid navigation throughout the book spur critical thinking and further students knowledge This accessible and comprehensive account of Events Marketing and Management is essential reading for all students and future managers

[625+ Easy Digital Product Ideas For Earning Passive Income While You Sleep](#) Om Prakash Saini, 2024-02-16 Embark on a journey of endless possibilities with 625 Easy Digital Product Ideas For Earning Passive Income While You Sleep This book is your ultimate guide to unlocking the world of online entrepreneurship without breaking a sweat Packed with over 625 simple and lucrative digital product ideas it covers a wide range of categories like Ebooks and Written Content Online Courses Printables Stock Photos Videos Audio Products Software 3D Models Web Development Resources and more Whether you re a seasoned digital entrepreneur or a newbie looking to make money while you snooze this book has something for everyone Dive into the realm of passive income and discover how to turn your creativity into cash From crafting engaging Ebooks to developing user friendly applications the book is a treasure trove of inspiration With clear and accessible language it breaks down complex ideas making it perfect for anyone ready to take the leap into the world of online income Don t just dream about financial freedom make it a reality with 625 Easy Digital Product Ideas For Earning Passive Income While You Sleep Your journey to success starts now

The Event Marketing Handbook Allison Saget, 2006 See

Principles of Marketing Dr. Maria Gomez Albrecht, Dr. Mark Green, Linda Hoffman, 2023-01-23 Principles of Marketing is designed to meet the scope and sequence for a one semester marketing course for undergraduate business majors and minors Principles of Marketing provides a solid grounding in the core

concepts and frameworks of marketing theory and analysis so that business students interested in a major or minor in marketing will also be prepared for more rigorous upper level elective courses Concepts are further reinforced through detailed diverse and realistic company and organization scenarios and examples from various industries and geographical locations To illuminate the meaningful applications and implications of marketing ideas the book incorporates a modern approach providing connections between topics solutions and real world problems Principles of Marketing is modular allowing flexibility for courses with varied learning outcomes and coverage This is an adaptation of Principles of Marketing by OpenStax You can access the textbook as pdf for free at openstax org Minor editorial changes were made to ensure a better ebook reading experience This is an open educational resources OER textbook for university and college students Textbook content produced by OpenStax is licensed under a Creative Commons Attribution 4 0 International License

Event Management for the Tourism and Hospitality Industries Bonita M. Kolb, 2021-07-29 Event Management for the Tourism and Hospitality Industries provides a theoretical and practical approach to teach students of Tourism and Hospitality the basics of planning managing and evaluating all types of events Chapters cover skills such as visitor segmentation product analysis developing a budget promotion and after event assessment Special emphasis is placed on critical issues now facing event managers such as environmental sustainability and awareness of cultural diversity technology and community engagement The reader will learn the necessity of connecting events with the community heritage and culture to provide the local personalized experienced desired by visitors Each chapter covers a unique step in the planning process and corresponds to a section of a detailed event plan outline found at the end of the book that can be submitted as a semester long assignment Making use of international case studies in every chapter this book provides real world examples to contextualize the information given This will be essential reading for all Tourism and Hospitality students with an interest in Events Management and Design and for practitioners employed in tour companies cruise ships destination management organizations and cultural festivals

Managing Events Liz Quick, 2025-03-15 This introduction to managing events written by an events professional and lecturer combines a much needed real world industry perspective with essential academic concepts for success in both your studies and career Each chapter guides you through the important stages of the event process discusses events of all types and sizes and introduces key trends and issues in the industry This new edition includes all new real life examples which look at challenges and success stories and explore how the events industry is evolving following the Covid 19 pandemic and as new technologies emerge Learning features include insights into career paths from practitioners with anecdotes on how they overcome real event challenges Event Ethics and Did You Know boxes case studies and questions discussion points and activities at the end of each chapter Managing Events is the essential companion for anyone studying events and events management at college or university or for those already working in the industry who are looking to develop their event skills Liz Quick is a senior lecturer on the BA Event Management course at the University of

West London Progressive Marketing and Growth Plan for an Event Planning Company Nat Chiaffarano Mba,2020-01-25
The Ultimate Custom Designed Marketing and Growth Plan for a Very Specific Type of Business This marketing plan book contains the detailed content and out of the box ideas to market and grow a successful Event Planning Company This marketing and growth plan book provides the content needed to become smarter about targeting customers to build a profitable event planning firm The fill in the blank format makes it very easy to write the marketing and growth plan but it is the out of the box strategic growth and innovative marketing ideas that will put you on the road to success It features in depth descriptions of a wide range of creative products and services and a comprehensive marketing plan It also contains an extensive list of Customer Targeting Strategies Keys to Success Creative Differentiation Strategies Competitive Advantages to seize upon Industry Trends and Best Practices to exploit Helpful Resources Actual Business Examples and Marketing Worksheets If your goal is to obtain the marketing knowledge education and original ideas that will improve your chances for profitability and success in an event planning business then this book was specifically written for you **Office 2013 In Depth** Joe Habraken,2013-03-23 Both an unparalleled reference and an exceptionally practical deskside resource Office 2013 In Depth is the beyond the basics beneath the surface guide for Office 2013 users who wants to maximize their productivity Renowned Office 2013 expert and college instructor Joe Habraken delivers specific proven solutions through a task based approach that introduces features within the context of how they are used in the real world Throughout Habraken illuminates the most valuable new features in Word Excel PowerPoint Outlook and Publisher Straightforward and conversational Office 2013 In Depth presents comprehensive coverage breakthrough techniques exclusive shortcuts quick access to information troubleshooting help for tough problems and real world examples with nothing glossed over or left out Packed with insights techniques tips and shortcuts it s all you need to master all these programs Word 2013 Excel 2013 PowerPoint 2013 Outlook 2013 Publisher 2013 and OneNote 2013 The Product Manager's Desk Reference 2E Steven Haines,2014-10-31 Whatever your business sells product management is one of the most important functions in the organization s pursuit of profits With everexpanding globalization and increasingly fierce competition the stakes are higher than ever and the room for error narrower than ever Introducing a brand new Product Management Life Cycle PMLC model The Product Manager s Desk Reference Second Edition provides the knowledge tools and insight you need to establish yourself as a cutting edge product manager who contributes measurably to your company s success In this fully revised edition of the definitive product management guide veteran product management thought leader and practitioner Steven Haines clearly illustrates the entire product life cycle from beginning to end The Product Manager s Desk Reference is packed with an array of best practices and helpful hints that are critical to the efficient management of products Written for practitioners by a practitioner The Product Manager s Desk Reference explains how to Choose and justify which products to build Plan for their profitable creation and deployment Develop and launch them Manage them once they enter the market

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Festival and Special Event Management Johnny Allen, William O'Toole, Robert Harris, Ian McDonnell, 2008-01-02 Festivals and special events have grown into a massive industry worldwide generating billions of dollars for regional centers states and countries Festival and Special Event Management provides a comprehensive overview of the theory and procedures essential to managing festivals and special events Australian authors

Progressive Business Plan for an Event Planning Company Nat Chiaffarano Mba, 2020-01-23 Get Smarter About Your Chosen Business Venture This Business Plan workbook contains the detailed content and out of the box ideas to launch a successful Event Planning Company This Business Plan book provides the updated relevant content needed to become much more knowledgeable about starting a profitable event planning company The fill in the blank template format makes it very easy to write the business plan but it is the out of the box strategic growth ideas and detailed marketing plan presented for your specific type of business that will put you on the road to success This book features in depth descriptions of a wide range of innovative products and services and a comprehensive marketing plan that has been customized for your specific business It also contains an extensive list of Keys to Success Creative Differentiation Strategies Competitive Advantages to seize upon Current Industry Trends and Best

Practices of Industry Leaders to consider Helpful Resources Actual Business Examples Sourcing Leads Financial Statement Forms and Several Alternative Financing Options If your goal is to obtain the business knowledge industry education and original ideas that will improve your chances for success in an event planning business then this book was specifically written for you Retail 101: The Guide to Managing and Marketing Your Retail Business Nicole Reyhle, Jason Prescott, 2014-07-04 YOU CAN COMPETE WITH THE BIG BOX STORES Whether you re a seasoned merchant or retail newbie Retail 101 is the guide you need to successfully manage market and grow your retail business brick and mortar or online From two of today s top retail thought leaders Retail 101 serves both as a strategic planning guide and as a hands on practical reference that answers your critical questions along the way The ultimate how to guide for independent retailers Each chapter addresses a vital ingredient for retail success including helpful ideas useful lists and action guides Ted Teele Chief Executive Officer SnapRetail While small retailers may feel like an endangered species those who read this practical guidebook to retail survival will come away confident that they have unique assets they can turn into sustainable profits Molly Love Rogers President and CEO of Internet Retailer If you ve ever felt alone or frustrated building your business read this book today Joe Abraham founder of BOSI Global author of Entrepreneurial DNA **AMA Handbook For Managing Business To Business Marketing Communications** J. Nicholas DeBonis, Roger S. Peterson, 1997-04-11 That s what is special about this book it provides the framework that will enable the marketing professional to get everyone in the organization to buy into integrated communications objectives and programs Who is this book for Marketing Practitioners You ll get some new ideas and perspectives to plug into your current programs Nonmarketing marketers If you ve recently been thrown into the deep water of marcom just start reading This book could be your life preserver **Consultants & Consulting Organizations Directory** Cengage Gale, 2009-05-12 **Event Solutions** , 2009 **Subject Guide to Books in Print** , 1975 *The Sponsorship Seeker's Toolkit, Fourth Edition* Kim Skildum-Reid, Anne-Marie Grey, 2014-04-18 THE BIBLE OF SPONSORSHIP UPDATED WITH NEW SOCIAL MEDIA AND OTHER DIGITAL STRATEGIES The Sponsorship Seeker s Toolkit fourth edition makes cutting edge best practice sponsorship not only achievable but sensible and straightforward Corporate sponsorship experts Kim Skildum Reid and Anne Marie Grey have updated their classic guide to put you miles ahead of the competition New material includes the integration of social media into existing strategies developing leverage ideas for proposals more case studies than ever and important trends in the world of corporate sponsorship PRAISE FOR THE SPONSORSHIP SEEKER S TOOLKIT This book leads you step by step through the choices you have to make throughout the process from gathering internal support to renewal I have never read a better how to book on seeking sponsors AD MAATJENS Founder and Director Sponsorreport One of the best and most thorough how to books in fundraising A must read orientation for nonprofits considering transforming their approach or venturing into the exciting world of sponsorship KYLA SHAWYER Chair of the International Fundraising Congress IFC Chief Operating Officer SCIA International Alliance The Sponsorship

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