



EVENT MANAGEMENT



FESTIVALIZATION OF ECONOMY

Symbolic economy (Zunjin, 1995)

Experience economy (Pine and Gilmor, 1999)

"Festivalization" - qualitative and quantitative development of festivals and other types of cultural events

It reflects contemporary mechanisms organizing and shaping social life and the new type of entertainment

Demand – a result of people's search for pleasure, new experience

Supply – effective tools for promotion ideas, territories, brands e.t.c.

Types of Events

- Brand and Product Events
- Employee Events
- Road Shows
- Company Anniversary
- Client Events
- Openings
- Launch Events
- B2B Events
- Congresses and Conferences
- City Festivals
- Media- and VIP Events
- Political Events
- Investor 's Presentations
- Festivals
- Sport Events
- NGO Events
- Incentives
- International Events
- Economic Summits
- Community Events
- ...and many more

genres

number of participants

type of participants

reputation

geografi

money involved

impacts

number of accredited journalists etc

International Eventindustry

- Forum Marketingevents
www.famab.de
- International Events & Festivals Association
www.ifea.com
- International Association of Fairs and Expositions (IAFE)
<http://www.fairsandexpos.com>
- International Association of Venue Managers (IAVM)
www.iavm.org
- Outdoor Amusement Business Association (OABA)
<http://www.oaba.org>
- International Association of Amusement Parks & Attractions (IAAPA)
<http://www.iaapa.org>

EVENT ARE NOT ONLY BIG MONEY BUT ALSO BIG POLICY



EVENTS ARE TOOLS FOR PROMOTION

- Ideas – «Yoga Festival», «Festival of vegetarianism», «Festival of Ideas»
- Brands – «Vogue Festival», «Apple's iTunes Festival»
- Territories – Edinburgh festival, Scotland festival
- Arts – «Biennale of Sydney», «Festival d'Avignon»
- Political views– LGBT festivals
- Religions - «Festival of the Cossack Choir in honor of the Intercession»

EVENTS - ARE BIG BUSINESS

Edinburg festival

revenues - **2,2 million Euros**

number of participants — **4,6 — 91,6 million**

Cannes Film Festival

revenues ranging between **170 and 200 million Euros**.
city attracted 30000 professionals and **120000 tourists**

Fringle

A visitors spent **400 Euros per person**
half a billion Euros economic impact

EVENT CONCEPT IS ITS DNA



EVENT DNA

- UNIQUE
- HISTORICAL
- UNPREDICTABLE
- PREDICTABLE
- STAR
- AUDIENCE INVOLVMENT
- STORY TELLING
- CREATING IDENTITY

