

EVENT MANAGEMENT



FESTIVALIZATION OF ECONOMY

Symbolic economy (Zunkin, 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»
- Brends «Vogue Festival», «Apple's iTunes Festival»
- Territories Edinburg festival, Scotland festival
- Arts «Biennale of Sydney», «<u>Festival d'Avignon»</u>
- 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 participanrs — 4,6 — 91,6 million

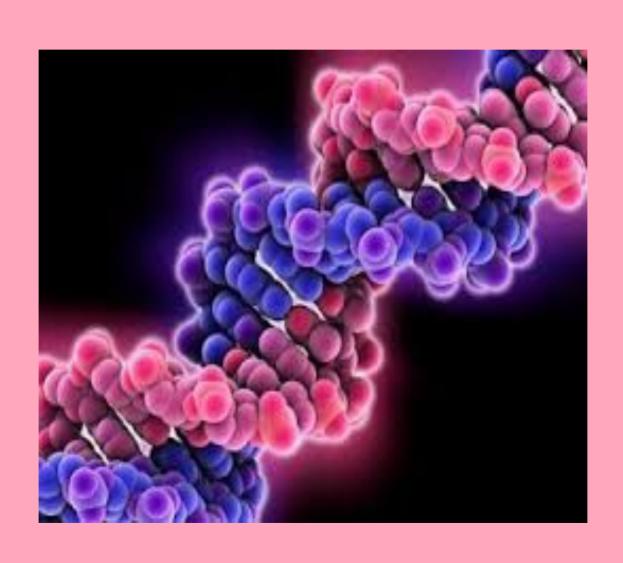
Cannes Film Festival

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

