Marketing Planning for Events
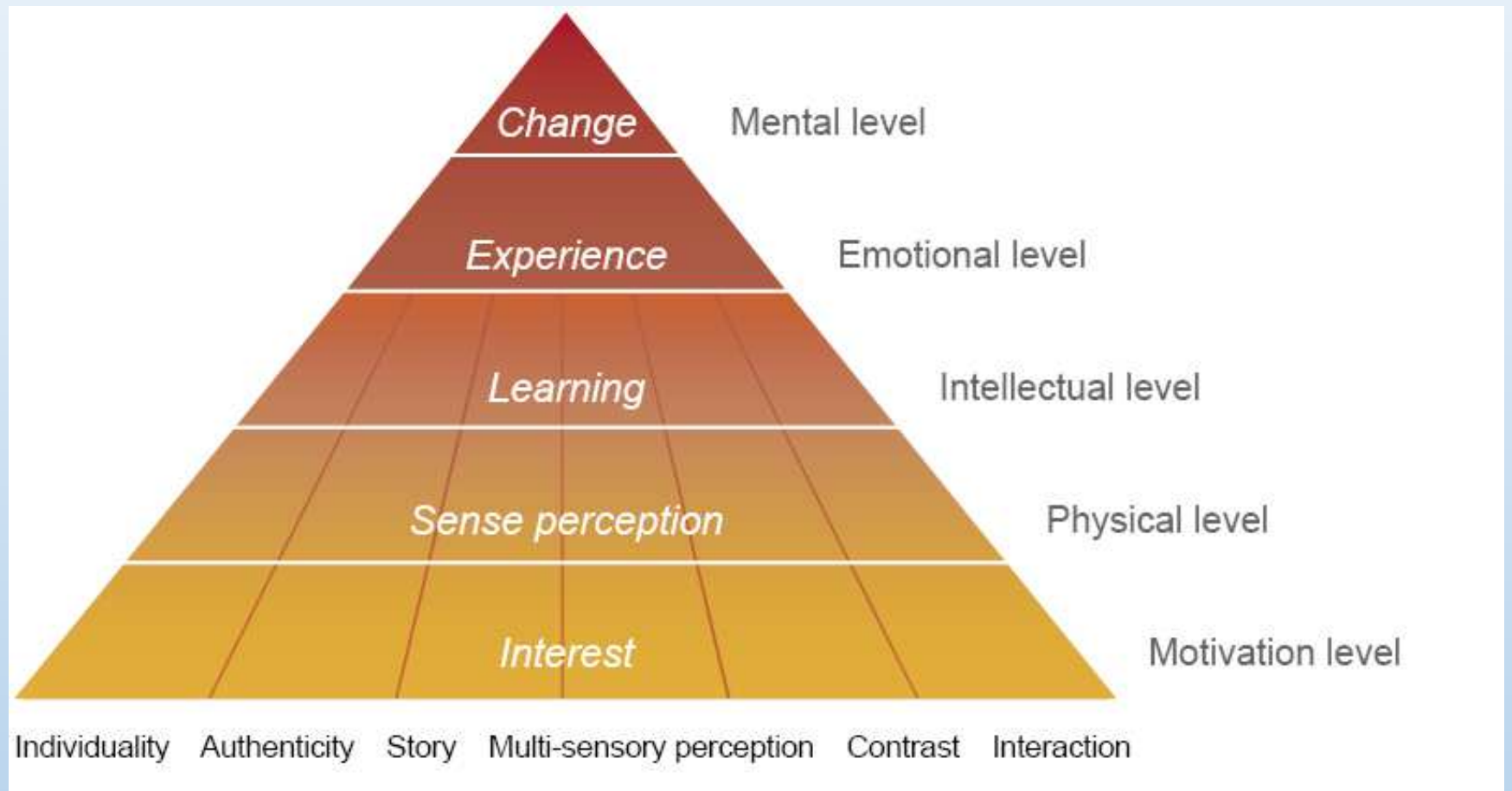
by

Hans Holmengen
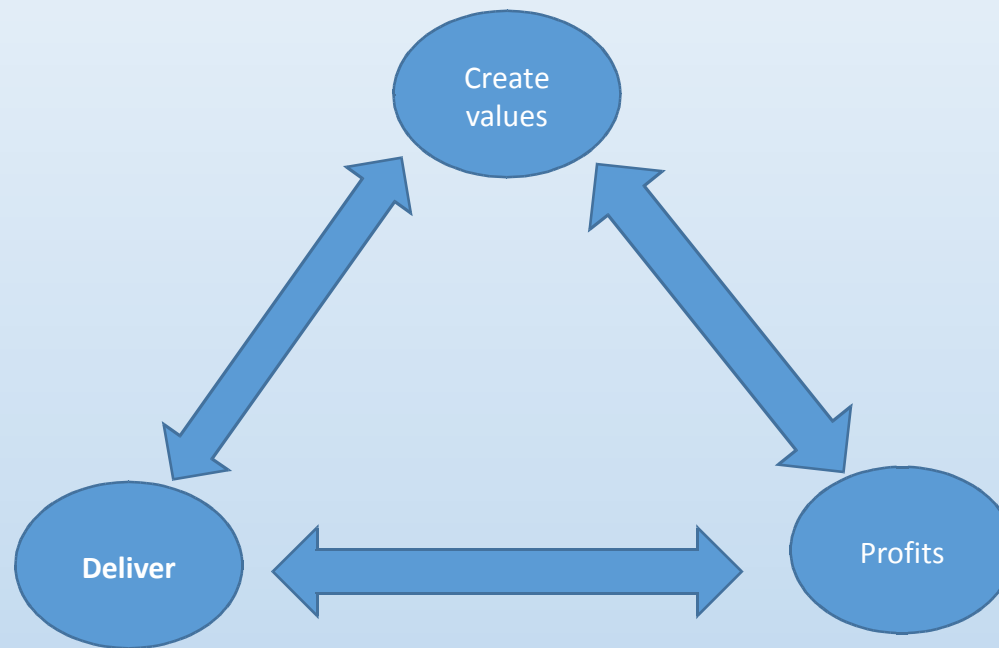
Content

- Principles of experience
- The principles of a business model
- Some examples
- The Image of Lillehammer

The Experience Pyramid

The principles of a business model

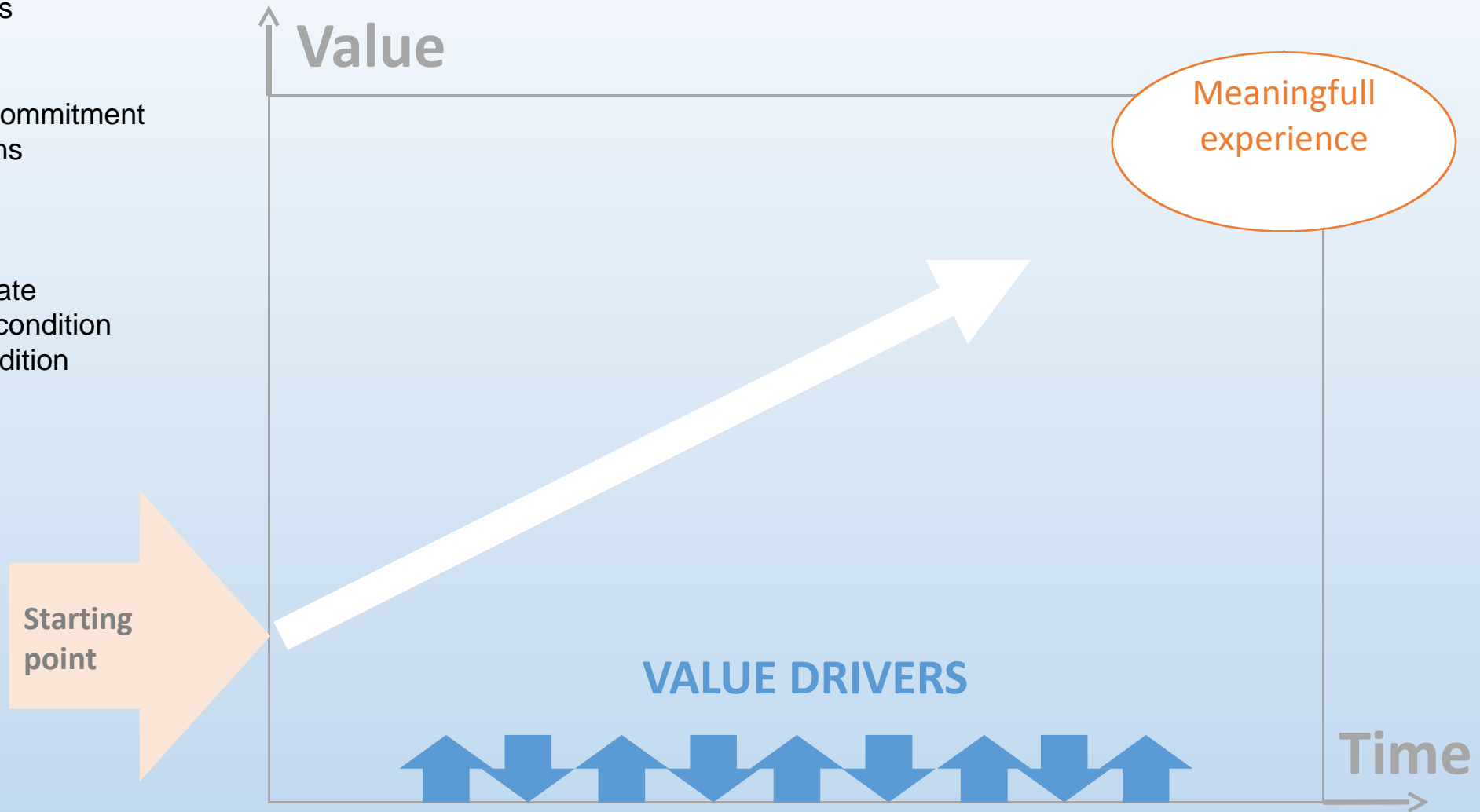Jørgensen og Pedersen: Ansvarlig og lønnsom. Cappelen/Damm akademisk, Oslo 2013
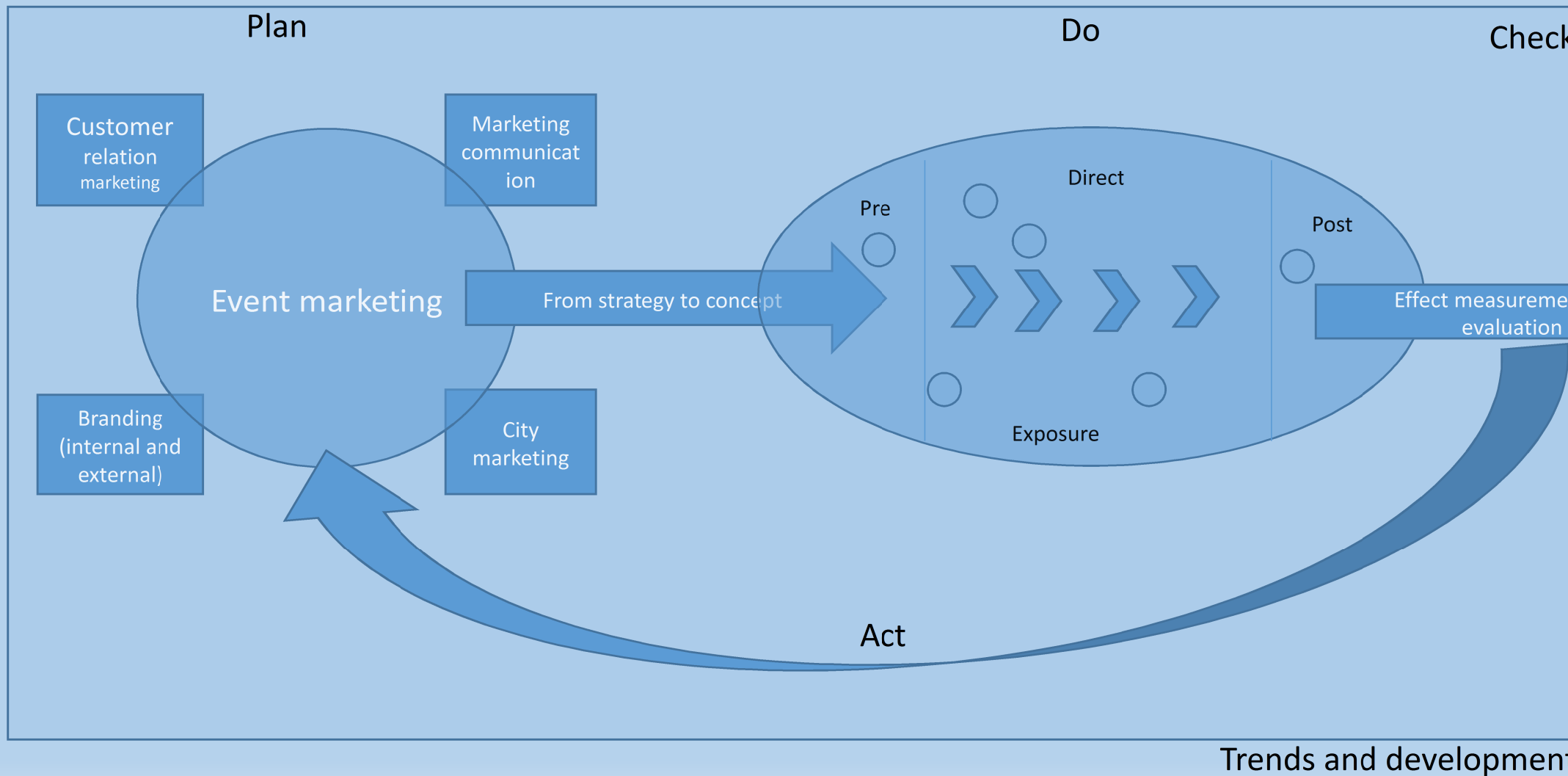
Peer Gynt

Birken

Lillehammer.com

- References
- experiences
- abilities
- Interests
- Payment Commitment
- Expectations
- Culture
- Knowledge
- Motivation
- Physical state
- Emotional condition
- Mental condition

Value

Meaningfull experience

Starting point

VALUE DRIVERS

Time

Pedersen (2012), Mossberg (2007), Samuelsen, Søfting, Ekelund og Løvland (2010)

The Events Model

Plan
Do
Check

Customer relation marketing

Marketing communication

Event marketing

From strategy to concept

Pre

Direct

Post

Effect measurement evaluation

Branding (internal and external)

City marketing

Exposure

Act

Trends and development

Geritsen & van Olderen: Event as a Strategic Marketing Tool, Cabi Tourism texts. Uk 2014 p 14
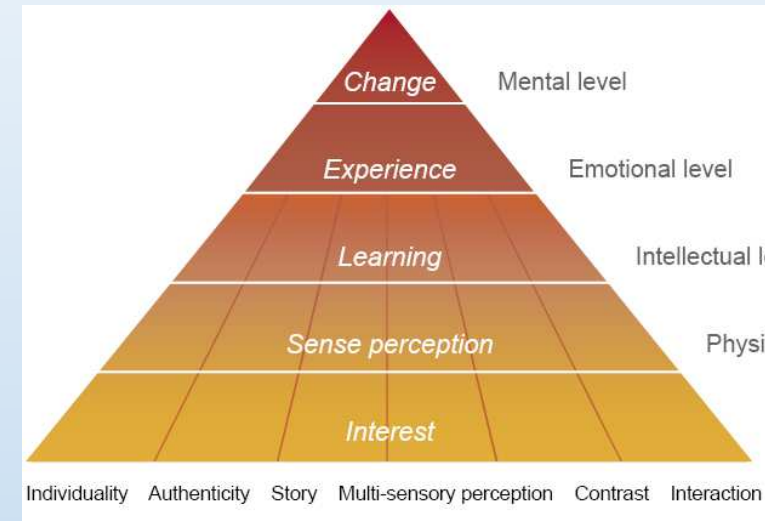
= touchpoints

Two Dimensions

1:Marketing for events

2: Marketing through events

Marketing for event

- The event is the product

- Positioned according to business modell

- Postioned in relation to competing events

Marketing through event

- A product, sport or destination is the product

- Marketing is the mean

- Event is the mean

Events vs Image the Lillehammer case

Research questions: What is the Image of Lillehammer?
 and
Has it changed from 2008 to 2012?

Some crusial questiones:
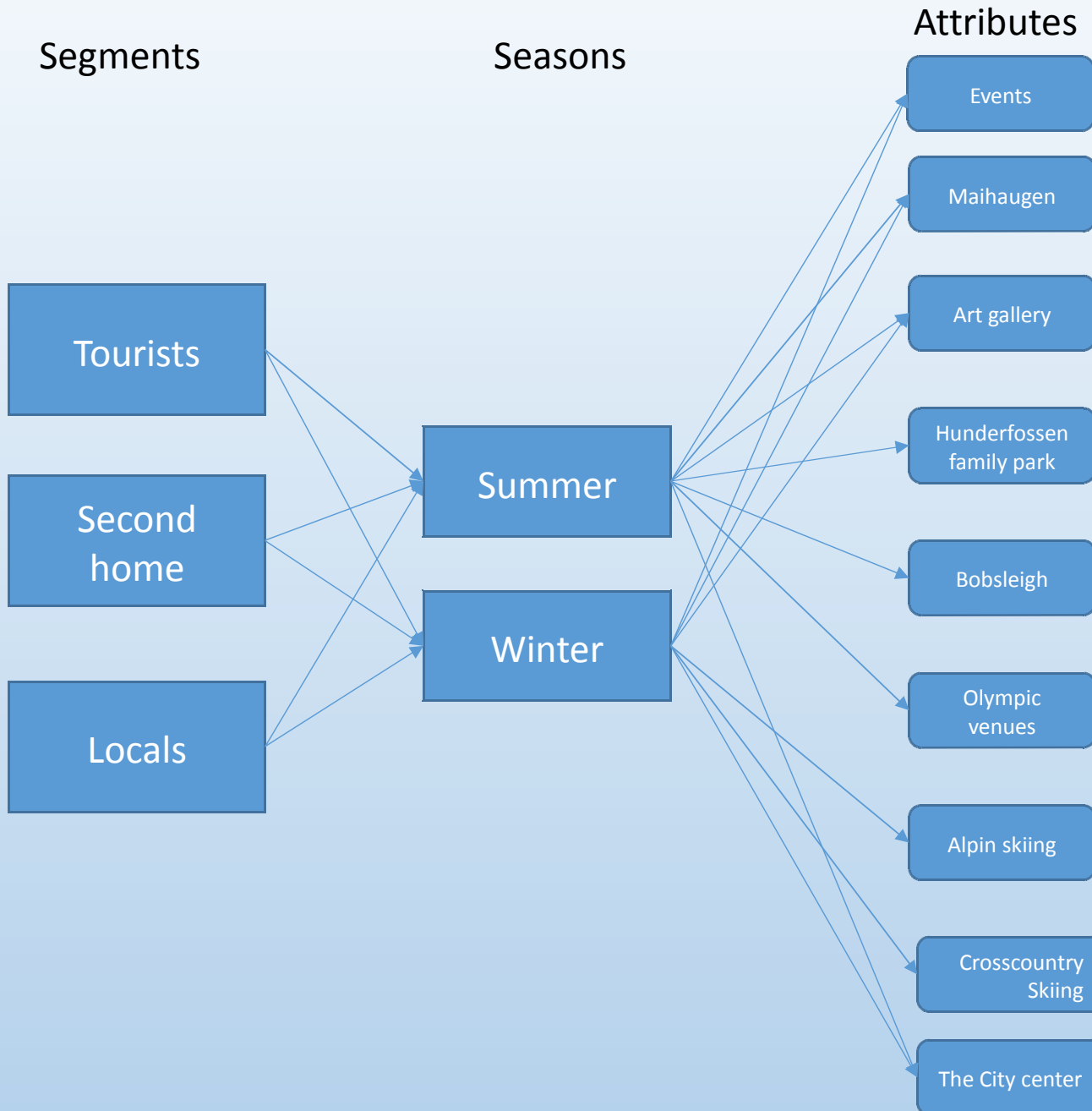Image for whom?
Tourists
Second home owners
Locals
Enterprises

What is image and how to measure it

Methodology
Sampling

Tourism in Lillehammer

Segments
Seasons
Attributes

Tourists
Second home
Locals

Summer
Winter

Events
Maihaugen
Art gallery
Hunderfossen family park
Bobsleigh
Olympic venues
Alpin skiing
Crosscountry Skiing
The City center

Image

Destination image: "Image ... the key construct in destination positioning.«

Pike, S. , and Ryan, C. (2004). "Destination Positioning Analysis through a Comparison of   Cognitive, Affective, and Conative Perceptions." Journal of Travel Research 42: 333-342.

Destination image: Two dimensions:

Cognitive: Knowledge of a destination and the evaluation of it

Affective: The feeling one have for the destination

Baloglu, S. and K. W. McCleary (1999a). "A model of destination image formation." Annals of Tourism Resear

Image continue

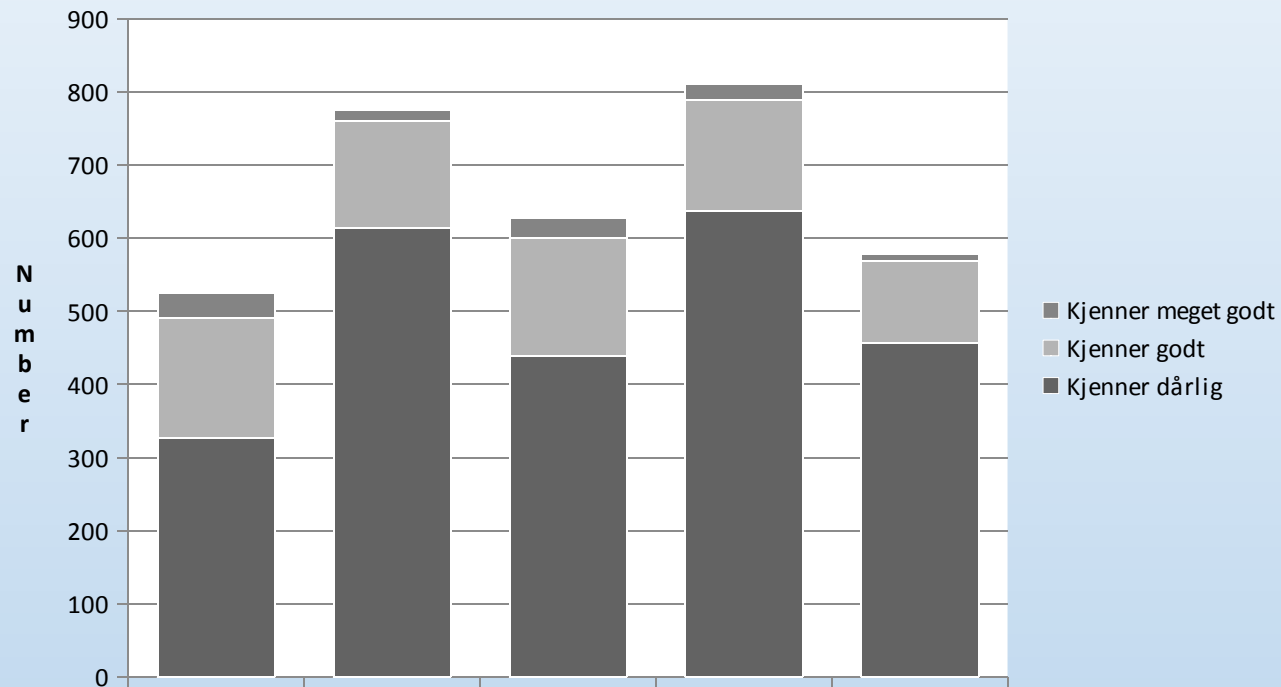Induced image: Established through marketing i.e planned influence on image

Organic image: Established through WOM i.e the total knowledge of a destination

Gunn, C. (1988). Tourism Planning. New York, Taylor & Francis.

Methodology: Survey
Sample: 1000 individuels from Norway, Sweden, Denmark and Germany i.e all together 4000

Knowledge of Lillehammer

1. OL 1994

2. Alpine skiing

3. Mountain and cross country skiing

4. Charming city

5. Summer activities

6. Sport events

7. Cultural experienses

8. Olympic venues

9. Adrenalin activities.

10. Maihaugen

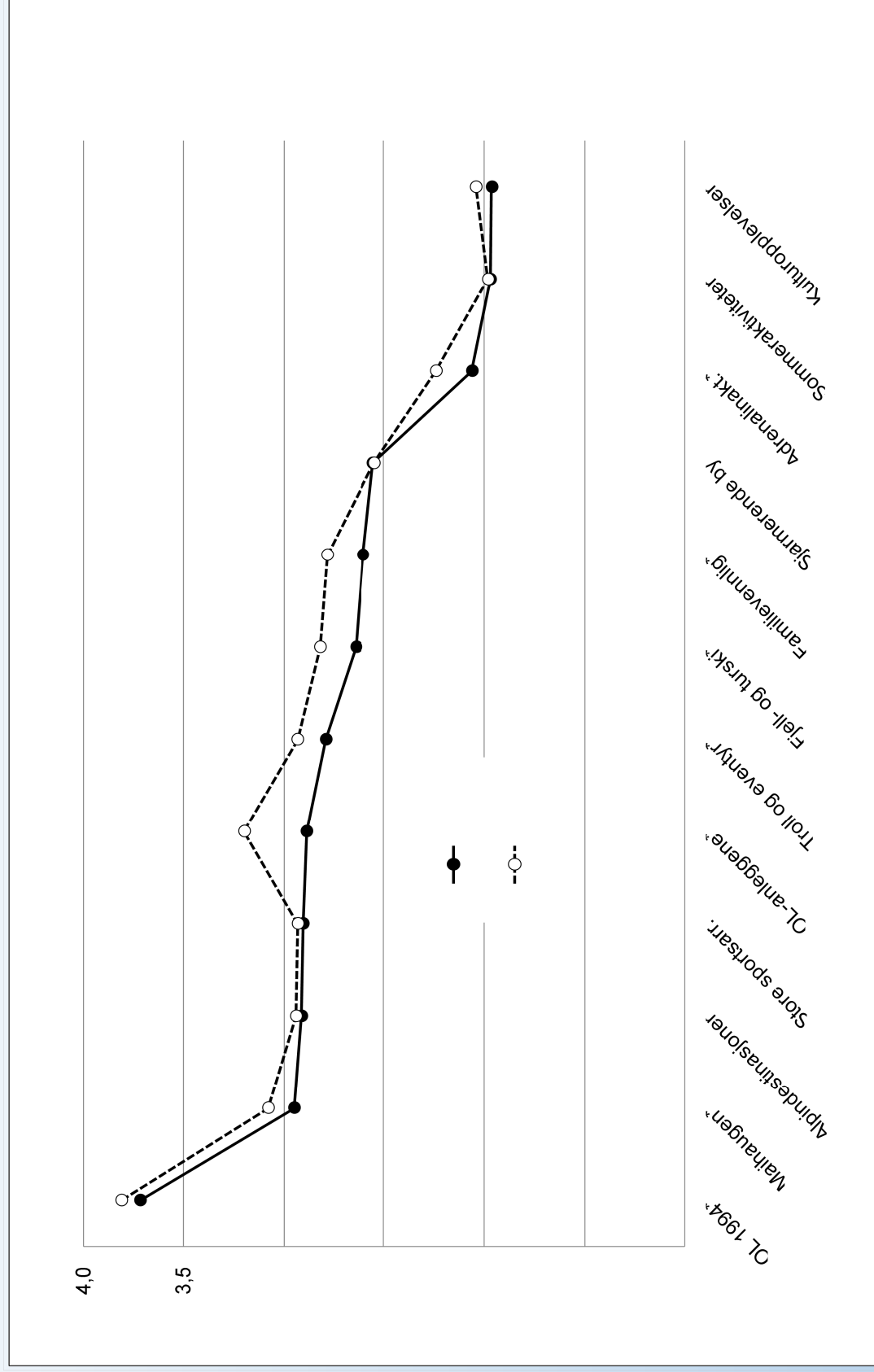11. Trolls and fairytales

12. Family friendly

Scaling:
1: Little knowledge
2
3
4: Much knowledge

Average score

OL 1994
Marihaugen*
Alpindestinasjoner
Store sportsarr.
OL-anleggene*
Troll og eventyr*
Fjell- og turski*
Familievennlig*
Sjarmerende by
Adrenalinakt.*
Sommeraktiviteter
Kulturopplevelser

4,0
3,5

Explorative factor analysis

Variabel	SKI	City	OL	Look at	Summer
2 Alpine skiing	0.670	0.457	0.555	0.471	0.284
3 Cross Country	0.829	0.420	0.482	0.261	0.401
12 Family friendly	0.506	0.607	0.432	0.575	0.450
4 Charming	0.461	0.801	0.414	0.468	0.383
7 Culture	0.373	0.651	0.376	0.434	0.495
1 OL 1994	0.316	0.213	0.524	0.241	-0.078
6 Sport events	0.584	0.407	0.621	0.319	0.280
8 Olympic venues	0.468	0.441	0.792	0.389	0.215
10 Maihaugen	0.281	0.638	0.434	0.669	0.151
11 troll and fairytales	0.322	0.572	0.454	0.934	0.268
5 Summer activities	0.482	0.591	0.335	0.323	0.704
9 Adrenalinactivities.	0.452	0.458	0.537	0.436	0.548

Interfactor correlations

Variabel	SKI	City	OL	Look at	SUMMER
SKI	1.00				
City	.49	1.00			
OL	.58	.51	1.00		
Look at	.31	.59	.48	1.00	
SUMMER	.44	.43	.22	.23	1.00

Final Model
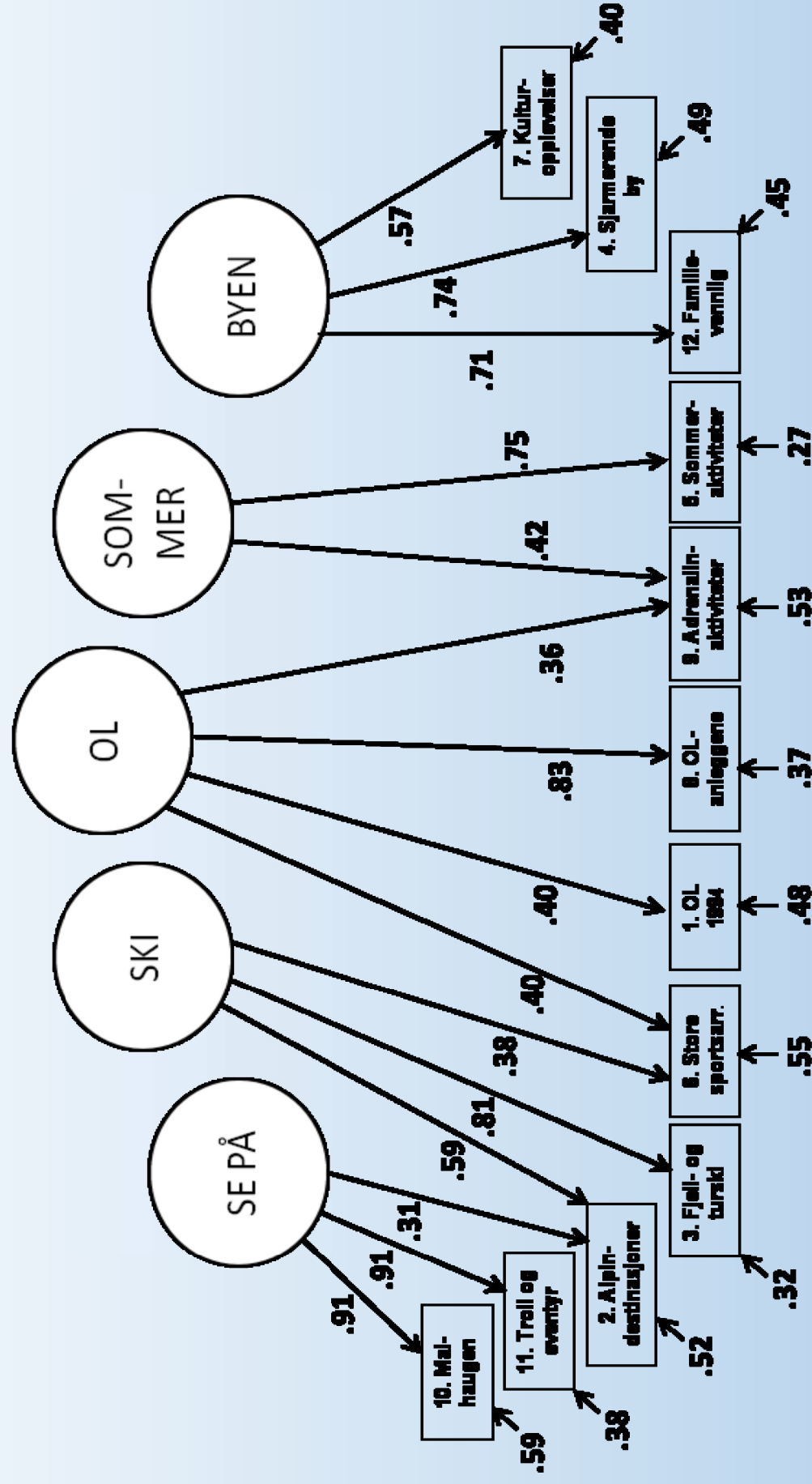
Conclusions

- 1: There has been som changes in image from 2008 til 2012
- 2: It is possible to classify the image of Lillehammer in 5 dimension