

Module 1: Event Communications cont.



Fundamental human behaviour studies

Every individual in the world is different from others

- Any act of an individual person which is considered human behavior is a reflection of his thoughts, feelings and emotions.
- It mirrors his needs, values, motivation, inspiration, conflicts and state of life.
- Behavior, therefore, consists of all human activities

Perception (知觉)

- (基本人类行为研究) Peoples perceptions are also different when they see an object. Two people can differently present the same object. And this is occurring for their experiences.
- A person always organizes and interprets what he sees according to his lifetime of experience and accumulated value.
- Employees also see work differently for differ in their personalities, needs, demographics factors, past experiences, and social surroundings.

A very popular assessment tool is called the DISC.

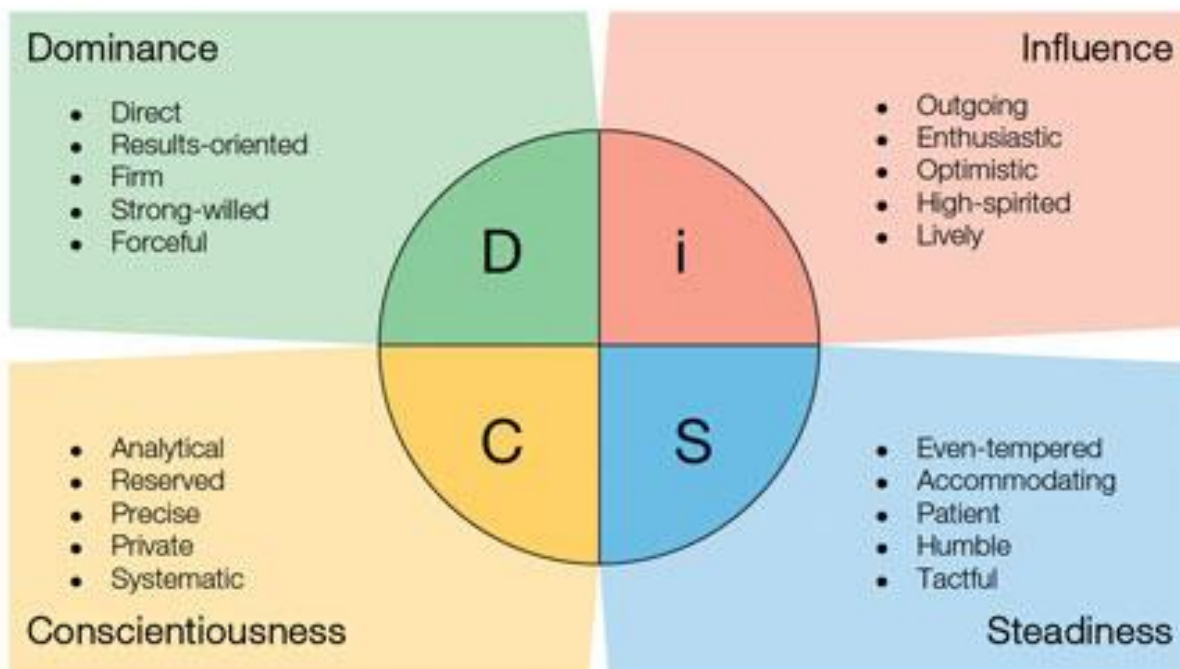
It is based on a theory of behavior style preferences formulated by psychologist William Moulton Marsten in the 1930s. The letters "DISC" stand for four basic behavior preferences:

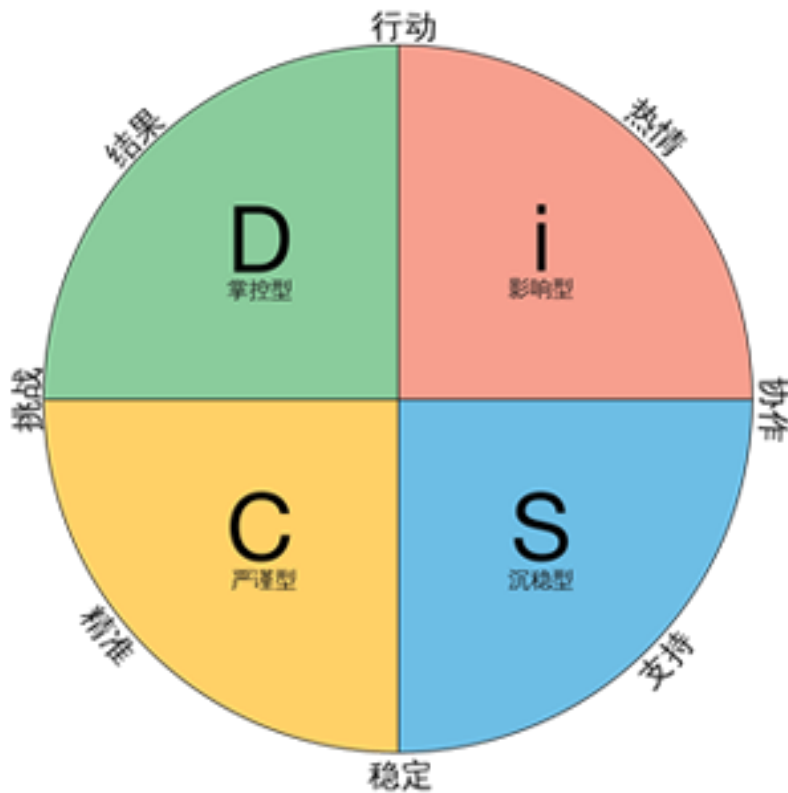
1. **Dominance**: Response to problems and challenges
2. **Influencing**: Ability to influence others to personal point of view
3. **Steadiness**: Response to the pace of the environment
4. **Compliance**: Response to rules and procedures set by others

EVERYTHING
MANAGEMENT



ASSESSMENT TO ACTION.





DiSC 理论模型按照四象限的分类方法，把人类的行为倾向性特征分为四类：

D 代表 Dominance 掌控型

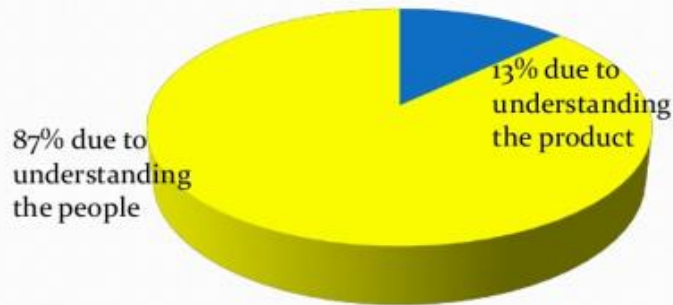
i 代表 influence 影响型

S 代表 Steadiness 沉稳型

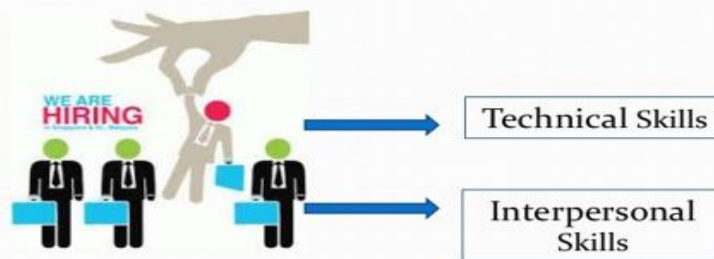
C 代表 Conscientiousness 严谨型

每个人是所有四种 DiSC 类型的混合体，通常以一种、两种，甚至三种类型较为突出。不同于简单的人格测验，不存在完美的 DiSC 类型。因为每个人都有独特的行为特征，全球各地的人的类型和优先性各异。我们认为这些差别尤其有价值。一旦你评估过这些差别并利用其价值，你就会拥有更好的工作场所沟通和更健康的组织。

SUCCESS OF A PERSON



Technical Skills are NOT enough



Interpersonal Skills

Personal qualities:

Treating others with sensitivity, making the right ethical choices, emotional control, ability to work as a team member, etc.

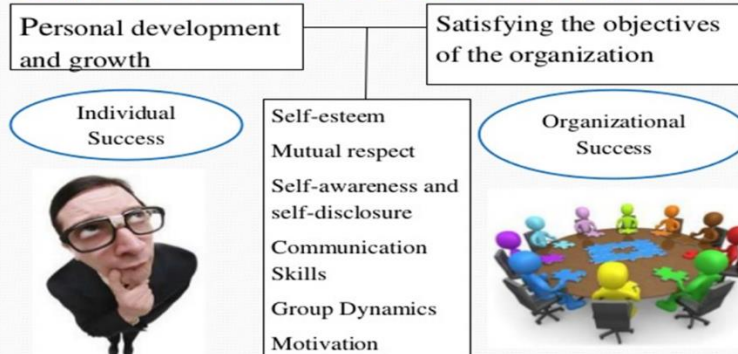


Human relations is at the heart of that process.

Thinking skills:

Ability to engage in creative problem solving, make appropriate decisions, apply critical listening skills, etc.

Purpose of Human Relations





What Is Event Marketing?

Event marketing is the promotion of a product, brand, or service through in-person interactions. There are many forms of event marketing and each can be catered to address a marketer's specific goals.

Event marketing can be hosting an event to build stronger relationships with prospects and customers. It could also be attending an event as an exhibitor to educate potential customers on your company's product offering. Event marketing can even include digital events such as webinars or live-streamed workshops.

Each of the above examples leverages the power of live experiences to achieve business goals.

Marketing Mix – The 4 p's of marketing

Dictionary Definition: The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place.

The Marketing mix is a set of four decisions which needs to be taken before launching any new product. These variables are also known as the **4 P's of marketing** and it is focuses on **price, product, promotion, and place**. These four variables help the firm in making strategic decisions necessary for the smooth running of any product / organization. In each area, you need to consider what's right for your event. Here's a closer look at each one.

Marketing Mix



1. **Price:** The price you set for the event is critical, and it can define the marketing methods you use. You must understand what the customer is likely to spend on the event, based on how valuable it is to them. Lower prices mean more likely purchases, but it needs to be high enough to create a profit margin.
2. **Product:** The product component of the marketing mix looks at the product you are offering, or the event you are planning. *What is the event? What problems does the event pose? Are there any challenges to hosting the event?*
3. **Promotion:** This is the area most organizations focus on- the digital advertising online and offline, the public relations aspect of marketing your event. *What type of media is right to reach your audience? Is print media beneficial, or should you focus on online ads?*
4. **Place:** The next consideration is the location of the event. *Where will it be held, and why is this location ideal? You also need to consider factors such as parking, seating, the venue size, and the overall access to your likely attendees.*

Using these factors, you need to identify what your marketing mix is to reach your audience. Create a basic answer to each one of these questions. Using a bit more information, you will be able to create a plan for how to reach your audience and fill your event's seats.



We now look at the 3 new elements of the services marketing mix - people, process and physical evidence - which are unique to the marketing of services.

5. **People:** People are a defining factor in a service delivery process, since a service is inseparable from the person providing it. Thus, a restaurant is known as much for its food as for the service provided by its staff. The same is true of banks and department stores. Consequently, customer service training for staff has become a top priority for many organizations today.
6. **Process:** The process of service delivery is crucial since it ensures that the same standard of service is repeatedly delivered to the customers. Therefore, most companies have a service blue print which provides the details of the service delivery process, often going down to even defining the service script and the greeting phrases to be used by the service staff.
7. **Physical Evidence:** Since services are intangible in nature most service providers strive to incorporate certain tangible elements into their offering to enhance customer experience. Thus, there are hair salons that have well designed waiting areas often with magazines and plush sofas for patrons to read and relax while they await their turn. Similarly, restaurants invest heavily in their interior design and decorations to offer a tangible and unique experience to their guests.

EVENT COMMUNICATION



As a corporate event planner, as in almost all professions, you will spend most of your time communicating in some manner with employees, vendors, coworkers, venue managers, superiors, and clients. So, it may seem obvious how important it is to communicate effectively and clearly with those around you. However, poor communication (or *no communication at all*) can ruin events, ruin relationships, and ruin careers. Be the leader in your industry by following these 3 key communication skills.

1) Communicate a clear understanding of the event. When you meet with a new client, don't leave the meeting without clearly establishing the event's purpose, estimated size, and budget.

2) Ask questions and then restate your understanding of the answers back to your client to eliminate all doubt. Why be this thorough? That's simple—if something could be misconstrued or misunderstood, then chances are it will be. One of the most sinking feelings in the world is working for weeks or even months on an event only to find that your ideas are not in line with the client's goals. Even worse is to find this out during the event.

3) Clearly express yourself in writing. Since event planners often communicate with clients and vendors through email, you must also be able to clearly express yourself in writing. Of course, an understanding of contractual language may also prove useful since planners frequently use contracts to protect both themselves and their clients. I strongly advise using a lawyer to help you draft the standard contracts you will use with your clients. Proofreading is an important part of ensuring you are communicating effectively. Whether you are drafting a newsletter, email, policy, or procedure, proper proofreading can help make certain that you are properly portraying what you want to say. Even the simplest typo can give your client the impression that you lack attention to detail or are not serious about what you are saying.

To gain more tips on being a great communicator in the event planning industry, download your free digital copy of **"Going Live – Insider Secrets to Corporate Event Production"** and stand out from your competitors!

How to plan a successful event - know your target audience

Why Targeting the Right Audience Is So Important



When it comes to getting results with social media, one of the most important considerations is targeting the right audience. No matter what type of business you have, chances are most of your audience is using social media sites such as Twitter, Facebook, Pinterest, LinkedIn and others.

These sites are so large and popular, however, that simply having an account isn't necessarily going to help you attract the right audience. Identifying and targeting your audience should be one of your first tasks when planning your social media strategy.

There is only one chance to make a first impression. It works in every aspect of your life - at work, in every relation with newly met people and even in business. That's why, if you are hoping for creating a successful event, it's extremely important to define the right target group to not disappoint your attendees.

Now let's imagine, that you're working on creating an event on behalf of your company. It's supposed to be strictly business related, aimed at your potential clients and people from big enterprises with decision making powers. So there you start, you haven't prepared any different strategy, besides doing what you always did in every other marketing related action in the past. You make a promise to your

future attendees of a great agenda (议程/应办事项) and a conference hall full of people just waiting to make some business or make an investment. However, to your surprise, you only encounter a few marketing managers and a place full of young people, students and people without any power of decision in their hands - in this case, not what you were hoping for.

Not only in the situation described above, you're in trouble, but the few managers, who expected to meet other business hungry people and investors, are in trouble as well.

What went wrong you might wonder? You hadn't created a proper target group before launching your campaign. You surely had a plan of what your event attendees are going to be like, but that might not be enough. How do you plan a successful event then? Read along.

So how to define your target audience properly?

In order to create a strong relationship between a brand and its clients you have to carefully select a target group. Doing that is one of the crucial things you have to keep in mind when planning to go online with your product or service. After completing these things, you can start projecting your physical attendance.

To define your target audience you must complete multiple stages of the process. Basic parameters you have to include in your research are: gender, age, education, level of income - these are called socio-demographic attributes. Second parameters you can include are things related to one's interests. Like ways of spending one's time free of work etc. - these are called behavioral attributes.

You surely know these definitions and there is probably no need to elaborate on this one.

How can you benefit from the simple fact that you know your target audience?

There is more to finding your target audience, as you imagine. To answer the question "why?" you would need to ask yourself - what does your company and the attendees, get from the event?

First of all, attendees can create new relations with other companies' representatives. The money their bosses spend are now put in good use. Then comes the educational part. The attendees visit an event to learn new things about their profession. Again, it's always an investment.

For the event host it's not a charity work either. It's not only about doing an event to educate or to connect some people. The company responsible for creating the event, has always a chance to present its work and reach out to the people. Therefore without much effort, some relations and business can be done.

One thing that you must understand if you want to know how to plan a successful event to fulfill both your and your audience's needs

It's as important as all these things that were mentioned to this point. This time imagine, you're hosting a happening and let's make it a chess competition. You obviously won't need a huge stage or a whole tech team, because you probably won't need that much electronic equipment or the music you would play in the lobby would not necessarily be rap. You get the point.

If however, the event is a lecture from a known professor or it's an open day at a university you will act differently when planning it.

Understanding the differences is necessary if you care about your audience. Unfortunately it won't be possible without taking steps like finding the right target group as commented before or planning the right facility for your happening.

When can you actually say: "It was, indeed, a successful event"?

It's essential to find the outcome of your event. To gather feedback from your attendees, partners and co-workers. It's not yet popular to measure the marketing efficiency of an event, which is ultimately just a giant loss. Companies spend thousands of dollars to create, promote and host an event. After that, nobody knows what they actually benefited from. There are only a few marketers that want to analyze thoroughly how to plan a successful event.

The smartest thing to do, would be to find a tool to help you analyze that data. Would you rather spend more money on events that are not creating any business

or save that money and use it to make your successful events even better? The answer is obvious.

Why Targeting is Essential (为什么定位是不可少的?)

The most popular social media platforms have millions of users. Facebook alone has more than a billion. Without proper targeting, setting up your pages on social media is like calling people on the phone at random.

Almost everyone has a phone, but that doesn't mean the people you call are going to be interested in what you have to offer. The same is true on social media.

Fortunately, there are many tools and methods that can help you plan [effective social media targeting campaigns](#).

什么是你的受众的人口统计数据?

What are the Demographics of Your Audience?

Your ideal audience depends on the type of business or organization you have. Some markets are narrower while others are very broad. For example, if you specialize in guides for people who play the RPG game World of Warcraft, your audience is fairly specific. Your average customer might be a male in his twenties. However, you only want to reach a very small portion of this very large demographic.

Targeting young males, in general, would be a waste of your resources because the vast majority of people in this group won't be interested in your products.

On the other hand, if you sell weight loss products, your audience will be broader. You might be targeting women between the ages of 30 and 55 who want to lose weight. This is still a niche but it's a broader one simply because more people want to lose weight than play a specific RPG game. The following are some of the basic demographics you should consider when targeting your audience.

- **Age.** Is your audience teens, young adults, middle-aged or older adults?
- **Gender.** Is your audience primarily male or female?
- **Income.** If you're selling high-end products, you have to market to people who can afford them.
- **Geography.** Some products are targeted towards people who live in certain regions.
- **Profession.** If you're selling medical equipment, your target audience may be doctors.

- Interests. Is your market interested in sports, travel, fitness, pets, fashion, etc.?

Certain social media platforms make it easy to identify people by such demographics. Facebook ads, for example, allow you to target your ads towards people based on these and other criteria.

Tone and Style

Targeting goes beyond looking at the qualities of your audience. You also have to consider their preferences when it comes to style, tone and design. Depending on your industry and audience, you may need a serious and professional image or a more friendly and casual one. For certain products, a hip, ironic tone is effective for connecting with the audience. On the other hand, if you're trying to reach people about a serious topic such as investing money or choosing a medical professional, your tone should be straightforward and professional.

Identifying your audience is important for every aspect of your social media campaigns. You should ask yourself whether your writing style for posts should be serious or humorous. You also have to consider the kind of images or other visual content you publish. Social media is becoming increasingly visual. When you use images, however, you have to know whether to post funny cartoon memes, cute animal photos, graphs with hard data or more neutral photos of locations and business situations.

Which Social Media Platforms?

There are more and more social media sites from which to choose. In addition to Facebook, Twitter and LinkedIn, you also have Pinterest, Instagram and Snapchat. Part of targeting your audience is choosing which of the platforms will give you the best results. Knowing the [demographics\(人口统计\)](#) of social media users is very helpful.

If you doing B2B marketing, for example, you definitely should not overlook LinkedIn. On the other hand, if your audience is young and hip, you should look into newer sites such as Instagram and Snapchat. Pinterest is a good choice if you are selling products that can be attractively displayed for people to browse. Another good thing to know about Pinterest is that 80 percent of its users are female. Any type of business benefits by having a Facebook page and a Twitter account. Beyond

this, however, you should look closely at who uses which social sites so you can better allocate your efforts and resources.

Refining Your Social Media Targeting

You should do research on demographics before taking action on your social media campaigns. This includes identifying the general characteristics of your audience and which platforms they're most likely to be using. Beyond this, however, it's also crucial to continually update your targeting efforts. You should be constantly refining and fine-tuning your targeting to make your posts, ads and other actions more effective. Here are a few guidelines to keep in mind.

Interact with your audience. Conduct polls and surveys. Ask them questions. This helps you determine if you're targeting the right people.

Track your results. Conducting thorough analytics is another way to tell if you are targeting the right audience. You can use the analytics tools supplied by social media sites or invest in more robust tools and services.

Search for followers. You can find more targeted followers by using the tools provided by social sites. For example, you can search for people on Twitter using a variety of criteria. Facebook and LinkedIn also have tools to help you locate people who match your demographic.

Targeting your audience is critical if you want to succeed with your social media efforts. The better you know your potential customers, the better equipped you are to create the kind of content they'll appreciate. Targeting is an ongoing process where you can constantly learn more about the people with whom you want to connect.