



Module 1: Event Communications cont.



Prepared by: Cheryl Y.





Fundamental human behaviour studies 基本人类行为研究

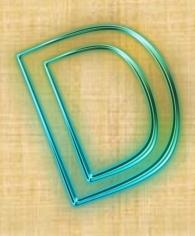
- Any act of an individual person which is considered human behavior is a reflection of his thoughts, feelings and emotions.
- It mirrors his needs, values, motivation, inspiration, conflicts and state of life.
- · Behavior, therefore, consists of all human activities.

Fundamental human behaviour studies 基本人类行为研究

Every individual in the world is different from others.

Perception (知觉)

- 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. DiSC is an acronym that stands for the four main personality profiles described in the DiSC model: (D)ominance, (i)nfluence, (S)teadiness and (C)onscientiousness.

- ▶ People with D personalities tend to be confident and place an emphasis on accomplishing bottom-line results. (D 代表 Dominance 掌控型)
- ▶ People with i personalities tend to be more open and place an emphasis on relationships and influencing or persuading others. (i 代表 influence 影响型)
- > People with S personalities tend to be dependable and place the emphasis on cooperation and sincerity. (5 代表 Steadiness 沉稳型)
 - > People with C personalities tend to place the emphasis on quality, accuracy, expertise, and competency. (C 代表 Conscientiousness 严谨型)



支配/老板型

外向,直接,独断,步调快

影响/互动型



口才好 擅长交际 追求互动

乐观且情绪化

希望:认同、友好关系

驱力:社会认同

面对压力时可能会:杂乱无章、口出恶言 希望别人:讲优先级、讲信用、给予声望

害怕:失去社会认同

发号施令者 问题为主 需掌握状况

自尊心极高

希望:改变

驱力:实际的成果

面对压力时可能会:粗鲁、没有耐心

希望别人:回答直接、拿出成果

害怕:被别人利用

谨慎/修正型



擅长分析 重视思考 以程序为主 追求完美

高标准 完美主义者

希望:精准有逻辑的方法

驱力:把事做好

面对压力时可能会:慢半拍、退缩 希望别人:提供完整说明及详细材料

害怕:被批评

稳健/支持型



设身处地 以流程为主 追求一致性

坚定信念 踏实认真

希望:固定不变,多些考虑

驱力:固有原则

面对压力时可能会:犹豫不决、惟命是从

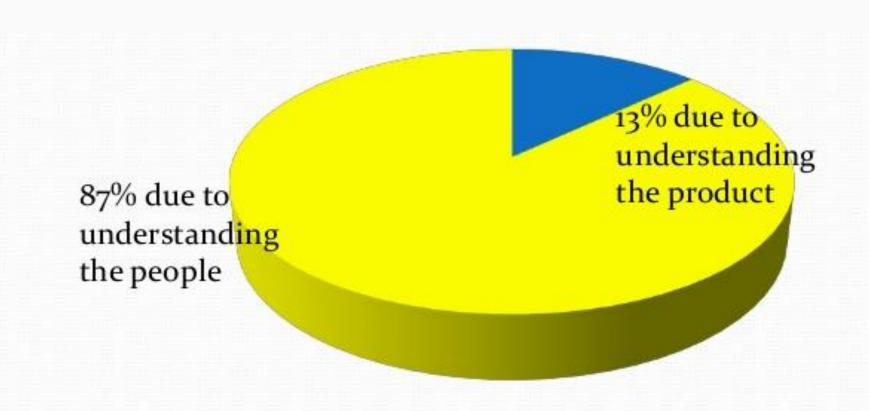
希望别人:提出保证且尽量不改变

害怕:失去保障

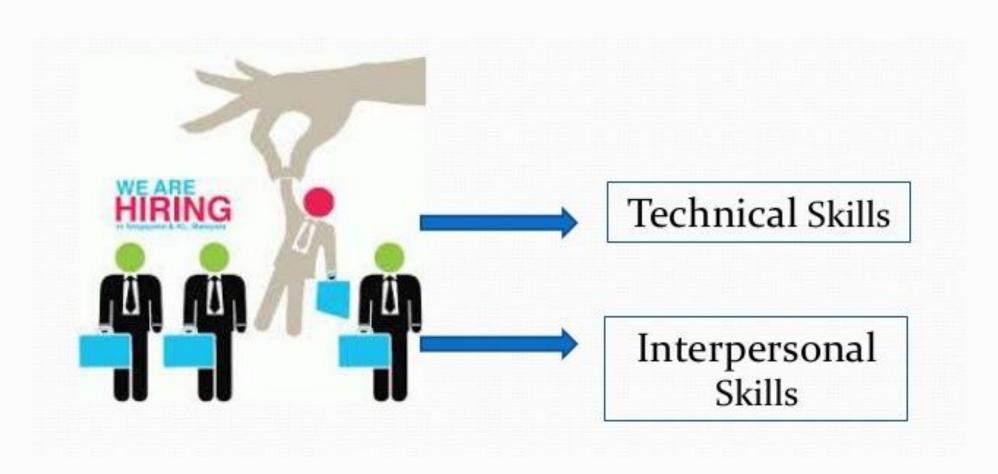
内向,间接,保守,步调慢

讲关系, 以 人为主, 爱帮助人

SUCCESS OF A PERSON



Technical Skills are NOT enough





Personal qualities:

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

Interpersonal Skills

Thinking skills:

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

Human relations is at the heart of that process.

什么人际关系不算是人际关系?

What Human Relations is **NOT** Interpersonal relationship?

- strong and self-confident but not overbearing
- modest(谦虚) but not timid or self-effacing
- considerate of others while keeping in mind both your own and your organization's needs
- Show an interest in other people and talk about topics that interest them without prying(管闲事) into their personal life.
- · Listen while still contributing your comments
- thoughtful but not lazy or slow to action
- · confident but not unwilling to change or learn from errors
- able to relax but remain focused.

人际关系的目的是

Purpose of Human Relations

Personal development and growth ^{个人发展与成长}

Satisfying the objectives of the organization 满足组织的目标

Individual Success



Self-esteem

Mutual respect

Self-awareness and self-disclosure

Communication Skills

Group Dynamics

Motivation

Organizational Success



Event Marketing







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.







Event marketing 牵扯在您打算吸引的目标受众的需求和期望之间建立和保持匹配,通过向他们提供活动计划和支持服务。

involves creating and maintaining a match between the needs and expectations of the target audience you intend to attract to the event by providing them with programmes of activities and supporting services.

Key Steps In Event Marketing

- Identification of event target audience
- Creation and quantification of marketing objectives (创建和量化营销目标)
- Planning events by incorporation items needed to meet the expectations of the target audience
- Devising adequate pricing structures for tickets as well as other services(为门票和其他服务设计适当的价格结构)
- Finding cheaper means of getting information about ticket across to the target audience
- Finding the most suitable way of making tickets readily available
- Evaluating market activities
- Establishing a monitoring system for marketing expenditure (建立营销支出监控系统)
- Provision of fund for evaluating marketing activities as part of the budget make up
- Keeping systematic records of evaluation and lessons learned for planning future events









Event Marketing Mix

Marketing mix focuses on the 4 Ps:

- > Price
- > Product
- > promotion
- > place











Event Marketing Mix

The service marketing mix comprises of the 7 "Ps"







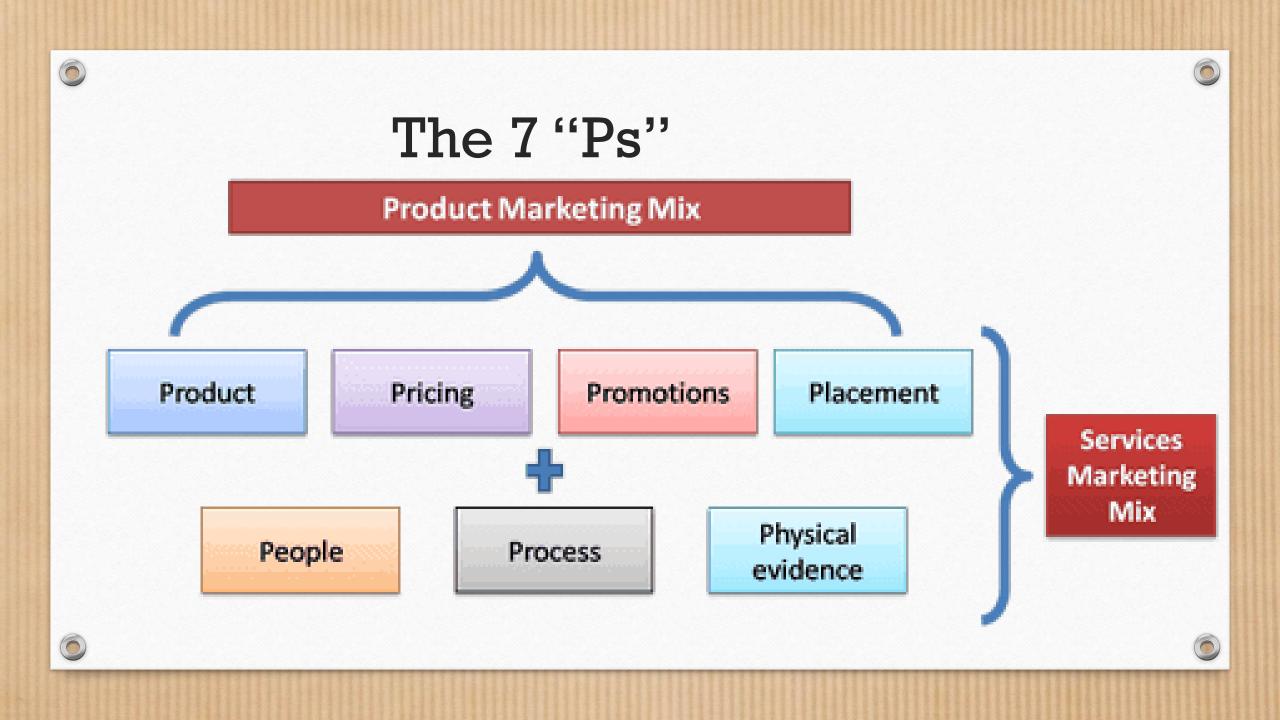


The 7 "Ps" include:

- **Products**
 - > Price
 - >Place
- **Promotion**
 - **People**
 - **Process**
- > Physical evidence











EVENT COMMUNICATION

As a <u>corporate event planner</u>, 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.

2) Ask questions and then restate your understanding of the answers back to your client to eliminate all doubt.

3) Clearly express yourself in writing.





Understand the important of right targeting – right event, right audience and the right time

- Marketing is only effective if you target the right audience.
- One of the biggest marketing mistakes is to attempt to appeal to everyone at once.
- Without a target audience, a campaign may come up empty because it casts too wide a net.
- The most-efficient way to reach more qualified consumers is to target smaller, more specific groups.

