

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. (S 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)



独立，
以事为主，
喜欢支配

支配/老板型



D

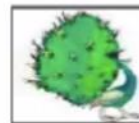
发号施令者
问题为主 需掌握状况

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

外向，直接，独断，步调快

影响/互动型



I

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

讲关系，
以人为主，
爱帮助人

谨慎/修正型



C

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

内向，间接，保守，步调慢

稳健/支持型



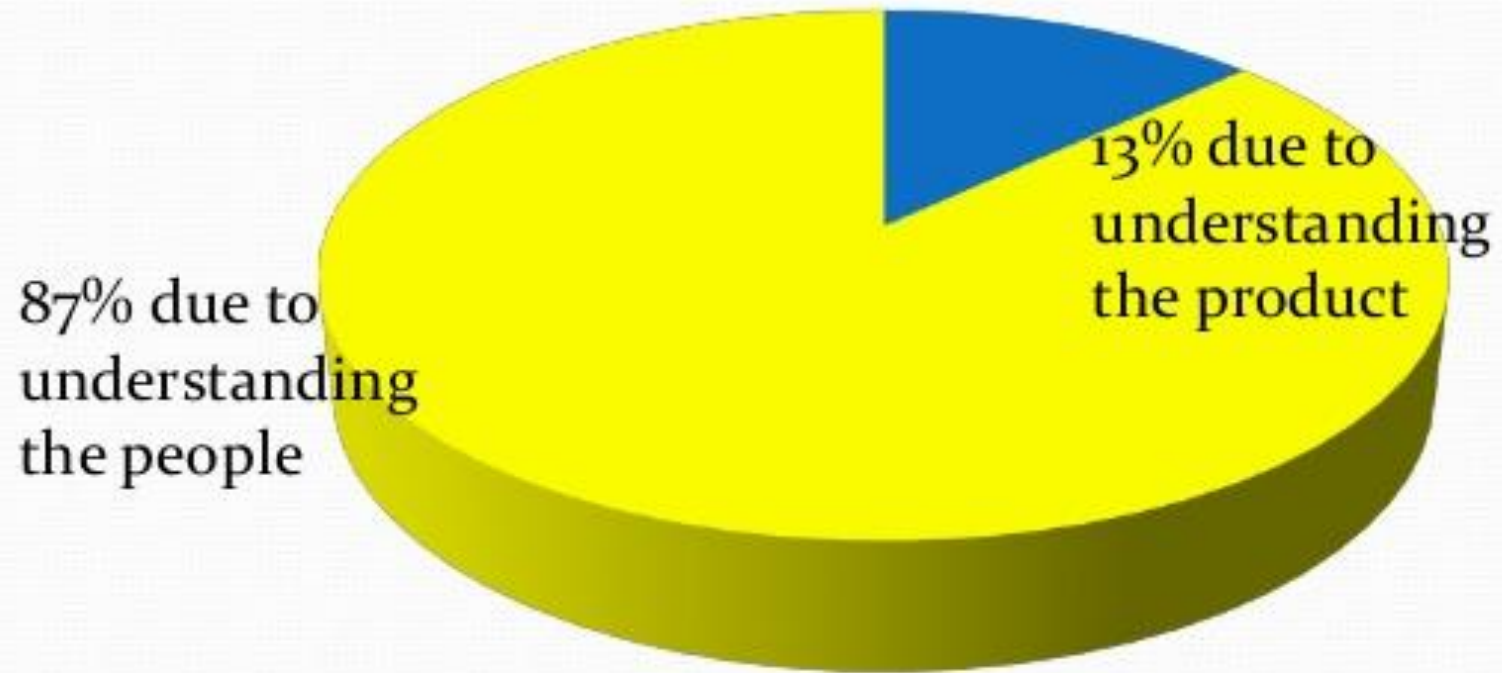
S

设身处地
以流程为主 追求一致性

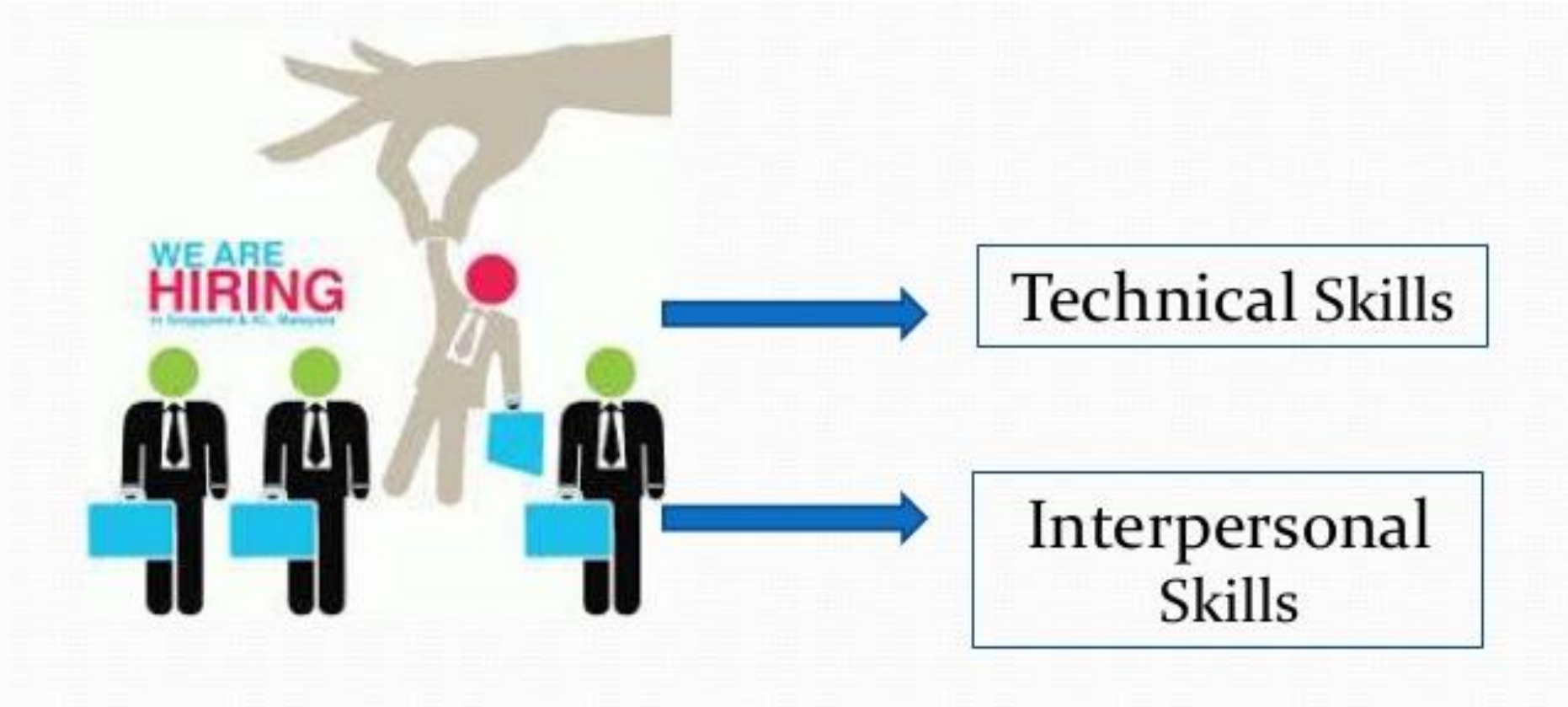
坚定信念 踏实认真

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、性命是从
希望别人：提出保证且尽量不改变
害怕：失去保障

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.

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





Marketing & *Communications*



Event Marketing Mix

Marketing mix focuses on the 4 Ps:

- **Price**
- **Product**
- **promotion**
- **place**



Marketing Mix

Product

Price

Place

Promotion

Event Marketing Mix

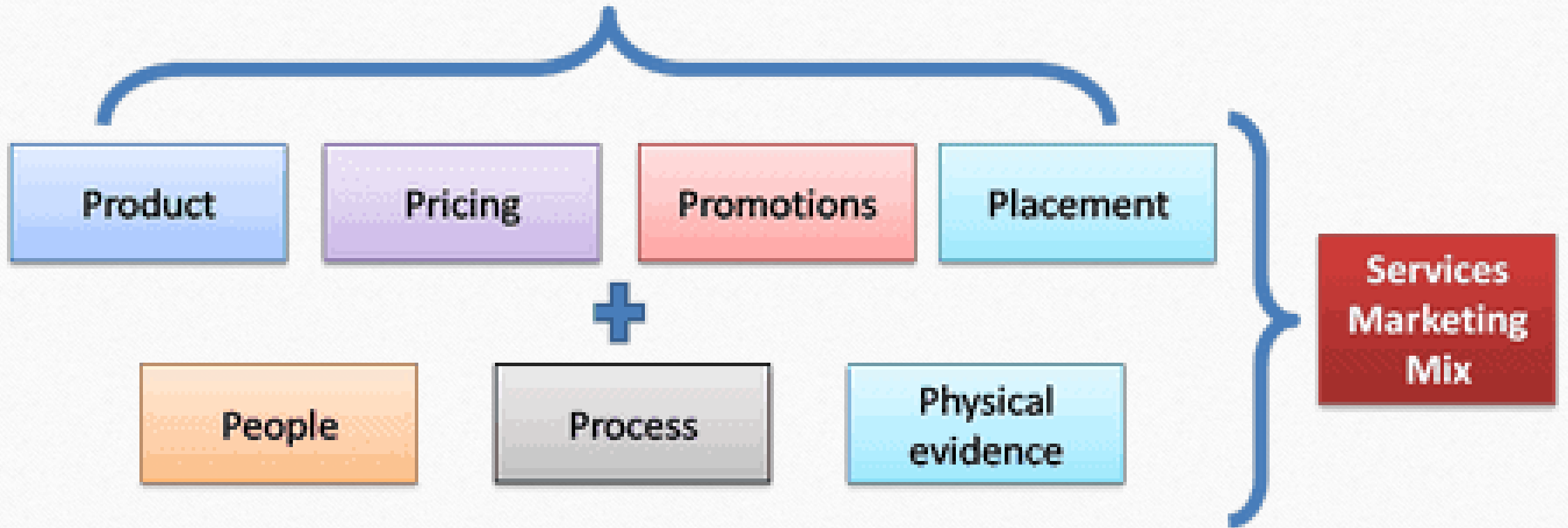
The service marketing mix comprises of the 7 “Ps”

The 7 “Ps” include :

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

The 7 “Ps”

Product Marketing Mix



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.**
- 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.

