



Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions

By Leonard H. Hoyle

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- Overview chapters explore topics such as electronic marketing strategies, funding, budgeting, promotion, and advertising.
- Individual chapters address the differences involved in marketing different types of events.
- Examines future trends and key issues such as how to reach new event attendees.
- Includes appendices with sample forms, contracts, and more.

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Editorial Review

From the Back Cover

THE WILEY EVENT MANAGEMENT SERIES

The first complete guide to launching a highly visible event marketing campaign

Practical strategies and resources for achieving greater results!

Event Marketing provides the most effective tools for carrying out every phase of a successful, integrated marketing campaign for any event, from conferences and expositions to fairs and festivals that host 20,000 people. It explains the powerful forms of promotion, advertising, and public relations that are needed to attract broad attention, motivate people to attend, and achieve the desired goals of an event. Features include:

- * Overviews of event promotion, advertising, public relations, and electronic marketing strategies, as well as budget funding
- * In-depth analyses of marketing for specific events, such as association meetings, conferences, corporate meetings, festivals, and many others
- * An examination of future trends and innovative strategies for increasing attendance
- * Comprehensive appendices that include sample forms for media releases, request for coverage announcements, audio and video new release scripts, public service announcement scripts, speakers' "talking points," and listings of media distribution and tracking services

The Wiley Event Management Series-Series Editor, Dr. Joe Goldblatt, CSEP

The Wiley Event Management Series provides professionals with the essential knowledge and cutting-edge tools they need to excel in one of the most exciting and rapidly growing sectors of the hospitality and tourism industry. Written by recognized experts in the field, the volumes in the series cover the research, design, planning, coordination, and evaluation methods, as well as specialized areas, of event management.

About the Author

LEONARD H. HOYLE, jr., CAE, CMP, has managed and marketed events for major organizations, including the American Society of Association Executives (ASAE) and the Hospitality Sales and Marketing Association International. A former dean of ASAE's School of Management, he also served as Chairman of the Convention Industry Council (CIC) and Adjunct Professor at The George Washington University.

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