



Internship Report

Event Marketing and Its Impact on Tourism Industry: In the
Perspective of Asiatic Experiential Marketing LTD.

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Date: April 05, 2018



Internship Report

on

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Perspective of Asiatic Experiential Marketing LTD.

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LETTER of TRANSMITTAL

April 05, 2018

Ummul Wara Adrita

Lecturer

BRAC Business School

BRAC University.

Subject: Submission of Internship Report on Asiatic Experiential Marketing LTD.

Dear Madam,

I am here by submitting my Internship Report, which is a part of the BBA Program. It is a great achievement to work under your active supervision.

This report is based on, “Event Marketing and Its Impact on Tourism Industry: In the Perspective of Asiatic Experiential Marketing LTD.” I have got the opportunity to work in Asiatic Experiential Marketing LTD in “Operations Division”, under the supervision of Mr. Shahriar Abir, Assistant Manager, Asiatic Experiential Marketing LTD.

This project has given me both academic and practical exposures. First of all, I have learned about the organizational culture of an event marketing company. Secondly, the internship program has given me the opportunity to develop a network with the corporate environment.

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours,

S.M. Khalid Hossain

ID: 13204019

BRAC Business School

BRAC University

Letter of Endorsement

The Internship Report entitled “Event Marketing and Its Impact on Tourism Industry: In the Perspective of Asiatic Experiential Marketing LTD.” Has been submitted in partial fulfillment of requirements for the degree of Bachelor of Business Administration (BBA), Major in Marketing, Under the institution named BRAC Business School on April 2018 By S.M.Khalid Hossain, ID# 13204019. This report has been accepted and may present to the Internship Defense Committee for evaluation.

(Any options, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these options or suggestions)

Ummul Wara Adrita

Lecturer

BRAC Business School

BRAC University

ACKNOWLEDGEMENT

At First, I wish to express my gratitude to the almighty ALLAH for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time.

I am deeply indebted to my supervisor, **Ummul Wara Adrita**, Lecturer, BRAC Business School, BRAC University for her whole- hearted supervision during my organizational attachment period. I am also grateful to **Mr. Shahriar Abir** , Assistant Manager of Asiatic Experiential Marketing LTD, as my organizational supervisor. It would have been very difficult to prepare this report up to this mark without his guidance.

I am also thankful to the HR Department for giving me the opportunity to do the internship in Asiatic Experiential Marketing LTD, and specially **Mr. Manas Paul**, Associate Director of Asiatic Experiential Marketing LTD for his sincere advice, encouragement and support and **Mr. Rakibul Hassan Joheb**, Key Accounts Manager of Asiatic Experiential Marketing LTD for giving me time and sharing his thoughts and insights regarding their strategies and their organization as a whole in my internship program.

Last but not the least; I am highly thankful to my parents and friends for their mental support and continuous encouragement to complete my report.

EXECUTIVE SUMMARY

Below the line marketing is the most effective and efficient media to reach the target group. It helps the organization to reach its target group where mass media is not available or not an appropriate way of approach. Below the line marketing focuses directly on the target group and thus drives its activities to get a better exposure and it is very popular form of marketing to the businesses, from a start-up business to a well-known established business. Asiatic Experiential Marketing Limited is successfully involved in below the line marketing for the last two decades which has enabled them to practice below the line marketing in various different ways that led them to achieve the success and brand value they have now. It is one of the biggest and leading marketing agencies in Bangladesh. Due to the excellent service provided to the clients, Asiatic Experiential Marketing Limited is the first choice of the renowned brands like- Pepsi, Unilever, British American Tobacco Bangladesh, Grameenphone, Banglalink, Robi and Airtel. Asiatic Experiential Marketing LTD. is expert in providing service of event management and also activation. By following a systematic work process, Asiatic Experiential Marketing LTD has become one of the leading agencies and set an example in the agency industry of Bangladesh.

The report is based on “Event Marketing and Its Impact on Tourism Industry: In the Perspective of Asiatic Experiential Marketing LTD.” The purpose of this report is to have the idea of events activity and its impact on tourism.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Different kinds of celebrations and occasions have since a long time ago existed as huge piece of human culture and were formulated as types of open show, urban custom and aggregate festival. Actually, individuals in all societies perceived the need to set aside certain circumstances and spaces for public innovativeness and festivity (Quinn, 2009). These practices go back hundreds of years, even millenniums. Thinking about the assorted idea of occasions, their arrangement isn't connected to a similar era. It is outstanding that the displays and exchange occasions were held in the old time frame. Antiquated students of history noted game occasions as huge and esteemed type of social exercises, which achieved its crest with the association of the old Olympic Games. Celebration write occasions are known to have existed since the medieval times when they were financed by the congregation, albeit a few kinds of comparative occasions go back to the Roman circumstances. Occasions are probably going to have started even before the presence of cash, however the foundation and acknowledgment of the general equal was without a doubt took after by their further advancement. Advancement of occasions in the financial sense tackled the issue of business and affected monetary development, particularly in created advertise economies. The best case for that is the effect of super game occasions, for example, the Olympic Games or World Championships of prevalent games on the monetary development of host nations. Recorded research exhibits how the occasions advanced from crude social occasion of individuals for rural or religious motivations to present day sort of occasions, and their long history of drawing in vacationers and building up have groups as traveler goals.

1.2 Rationale of the study

Today's business world is full of competition and every company tries to be unique from others. On the other hand, they do a lot of events varying from product launching to sales conference. Sometimes there are many events take place where lots of foreign delegates come

to attend the program. At the same time, they visit the country during their staying. Some events are also happened which are mainly focused on our culture which attract the audience in a big way. By this way, events have both direct and indirect impact on tourism industry. And Asiatic Experiential Marketing LTD is doing a great job regarding this as they are one of the prominent companies in this field.

1.3 Objectives of the study

The general target of this report is to find out how events are doing a great role in developing tourism industry. This study is to provide an overview of learning of an Intern during the Internship Program and fulfill the Internship requirement. This study may be helpful to Asiatic Experiential Marketing LTD, different market research firms as well as firms who are looking for strong brand exposure by holding events. Besides the general objective, this report can be categorized into main objective and specific objectives. The objectives behind this report are mentioned below:

Main objective:

The main objective of this study is to know about event marketing and its impact on tourism industry working within an organization and implementing the knowledge that has been gathered during the Internship Program.

Specific objectives:

- To know about the market condition of Asiatic Experiential Marketing LTD.
- To have the knowledge about the events happening in Bangladesh.
- To have the information about event activity and its impact on tourism.
- To get the feedback from the guests.

1.4 Methodology and sources of information

This report is a qualitative one, which is administered by collecting primary and secondary data. The information was collected in two different ways. Both sources have been equally used to generate the report.

Primary source:

- Actively working through internship period with my on-site supervisor about the topic.
- Collecting information through a simple survey.
 - Sample was 25 people
- Conversation with the operational team over phone.
- Some data is collected from company's official website.

Secondary source:

For completing this report in more organized way, I have also used several secondary sources of data. Those sources are different websites, books and articles. Most of the secondary information such as organizational overview, management profile, divisional and departmental chain of command etc. is collected from official website of Asiatic Experiential Marketing LTD. I also used the internal official software which can only be accessed through official PC or laptops in office.

1.5 Limitations of the study

The study has been prepared with very attentively and tried to implement all the academic knowledge as well as Practical knowledge. As an intern it isn't workable for me to see classified data of any archive identified with my point and not to connect with the report. There are several constraints that researcher was facing. Some constraints are like:

- Sometimes it was not possible to communicate with the respective personnel of Asiatic Experiential Marketing LTD. properly as they are very busy.
- Lack of cooperation from officials in the confidential point of view.

CHAPTER TWO

LITERATURE REVIEW

2.1 Link between Events and Tourism:

Events are an important motivator of tourism, and figure prominently in the development and marketing plans of most destinations. The roles and impacts of planned events within tourism have been well documented, and are of increasing importance for destination competitiveness. Yet it was only a few decades ago that ‘event tourism’ became established in both the tourism industry and in the research community, so that subsequent growth of this sector can only be described as spectacular. Equally, ‘event management’ is a fast-growing professional field in which tourists constitute a potential market for planned events and the tourism industry has become a vital stakeholder in their success and attractiveness. But not all events need to be tourism oriented, and some fear the potential negative impacts associated with adopting marketing orientation. As well, events have other important roles to play, from community-building to urban renewal, cultural development to fostering national identities—tourism is not the only partner or proponent (D.Getz , Tourism Management 29, 2008).

In this paper the nature, evolution and future development of ‘event tourism’ are discussed, pertaining to both theory and professional practice. Emphasis is placed on research and publication trends, and on a critical evaluation of knowledge creation, theory building, and future directions. The perspective taken is primarily that of destinations and the tourism industry, although other viewpoints are discussed. Five main sections are subsequently presented. The first is entitled The Event Perspective; it starts with a typology of what constitutes the ‘planned events’ sector. ‘Event management’ as a profession is defined, and ‘event studies’ is discussed as an emerging academic field. In the second section, The Tourism Perspective, ‘event tourism’ is defined from both a demand and supply perspective, then its goals are examined. A number of event tourism career paths are identified, then within a discussion of the destination perspective an event portfolio model is examined. This strategic approach can help shape evaluation, planning, and policy for events. Event Tourism in the Research Literature constitutes the third section, with the review first presented

chronologically, showing the origins and evolution of event tourism within the context of both tourism and event management. A thematic approach is then taken to review the three general types of event (i.e., business, sport, festivals) that have attracted the most attention from researchers and practitioners. Also covered in more detail are the 'mega' events that have generated their own research lines. Section four, entitled A Framework for Knowledge Creation and Theory Development in Event Tourism, are shaped by a model of the event tourism system. The core phenomenon (event experiences and meanings) is discussed first, then antecedents and choices (including motivation research), planning and managing event tourism, patterns and processes (including spatial, temporal, policy making and knowledge creation), outcomes and the impacted. At last, ramifications are drawn for propelling hypothesis in event tourism, and this incorporates a short note on the event tourism talk that has been overwhelmed by the tourism and monetary viewpoints. (D. Getz, Tourism Management 29, 2008)

The investigation of celebrations and occasions is currently a critical and productive zone of tourism examine enquiry. Celebrations and occasions have prospered in late decades and enthusiasm for understanding their essentialness in the tourism foundation has risen as needs be. Indeed, even the most superficial sweep of driving tourism diaries shows that writing on celebrations and occasions is currently a standout amongst the most productive of any territory of tourism examine and there is presently an expanding accumulation of monographs, scholastic reading material and down to earth handbooks accessible. Maybe most clearly connected with this examination action is the assemblage of writing managing the vital and operational administration of events. This is presently an extremely critical writing, going back to the 1970s, and a few sub-streams with relating research specializations would now be able to be recognized. This writing is to a great extent worried about generation and supply-side issues and has a tendency to be connected in nature. There is likewise a littler yet noteworthy sociologies/humanities enlivened tourism writing on celebrations and occasions. This dates to at any rate the mid-1970s and inquiries here regularly include social and social change, the multiplication of place and of convention, and the part of groups as makers/shoppers. Along these lines, general, there is an assortment of points of view being conveyed to the investigation of celebration and occasion - tourism associations and this is a portraying feature of the written work. To a considerable degree, the diverse quality this presents mirrors the broadness of tourism ask about more completely, including as it completes an assortment of hypothetical and methodological methodologies,

with differing connected and calculated introductions. Extraordinary steps have been made as of late to characterize the nature and degree of tourism related celebration and occasion explore. Completely, and in parts, it is a region that has been widely explored lately and a few 'best in class' type articles are accessible (Formica 1998, Hede, Jago and Deery, 2003; Getz 2004).

A remarkable improvement has been the rise of the term 'Event tourism' and all the more as of late 'event tourism '. Getz (1989) started to talk about anticipating 'Event tourism' in 1989 and with his 2008 audit article characterizes the parameters of 'event tourism '. As Stokes (2005) takes note of, the point of view here is that of vital administration, and event tourism is interpreted as a segment essentially determined by the objective of monetary advantages. Conceptualized as enveloping celebrations and occasions, event tourism is comprehended to be at the nexus of tourism and occasion ponders (Getz 2008: 406).

In particular, this nexus is placed similar to the arrangement of interrelationships that support 'the promoting of occasions to sightseers, and the advancement and advertising of occasions for tourism and financial improvement purposes'. 'Event tourism ' has been the subject of a complete survey article distributed in a current volume of Tourism Management, where the writer, (Getz 2008), traces a system for learning creation and hypothesis improvement.

While Hede (2007) clarifies that extraordinary occasion investigate developed as a region of tourism administration in the mid-1970s, it was amid the 1980s that the investigation of occasions started to develop significantly in the scholarly community (Getz 2008). The checked ascent of scholastic enthusiasm for occasions in that decade was firmly connected to their part set up showcasing, a sort of metro boosterism that perspectives culture instrumentally (Loftman and Nevil 1996). Without a doubt, this was an imperative setting forming research enquiry into celebrations and occasions from that point onwards. While the utilization of trademark occasions as a community boosterism instrument has been studied (Boyle 1997), it was generally seen as a positive improvement among tourism specialists. Occasions are viewed as an essential helper in tourism (Getz 2008), and as a successful enhancer of goal picture (Hall 1992, Ritchie 1984). Trademark occasions, for instance, generally held in city areas, have been marked 'our new picture manufacturers' (Burns and Mules 1986) and a radical new talk, including another arrangement of definitions and phrasing, has been created to analyze the wonder. 'Unique occasions' was an early and including term utilized as a part of the writing. This was comprehended to incorporate

distinctive kinds of occasions including super occasions, celebrations and other more unassuming occasions. After some time, definitions were refined. Uber occasions, for instance, were characterized by Ritchie (1984: 2) as 'real one-time or repeating occasions of restricted span, grew principally to upgrade the mindfulness, offer, and gainfulness of a tourism goal in the short or potentially long haul'. Inside a place-advertising ethos, and from a supply point of view, celebrations came to be progressively characterized basically as only one more sort of occasion. Their merry, perky, celebrative characteristics were perceived and prized on the grounds that celebrations offer travelers looks of nearby uniqueness (Litvin and Fetter 2006), different social encounters (Hall 1992) and chances to take an interest in particular, aggregate encounters (Getz 1989).

Be that as it may, there was little endeavor to draw on built up understandings of celebrations as socially and socially critical wonders engaged with the development of place and group character (as particular from picture personality). While their proliferation as vacation destinations was now and then problematized (Greenwood 1972), basic points of view, for example, this did not detectably impact the developing occasion writing.

The worry with showing critical, transcendentally financial effect naturally prompted a solid accentuation on substantial scale occasions (Gibson, Willming and Holdnak 2003). A significant part of the attention has been on sports occasions. As Getz (2008: 411) states: 'Games as 'large business' is a persisting subject in the writing' and uber occasions, including most quite the Olympic Games yet additionally the FIFA World Cup, the Commonwealth Games and different engine dashing occasions, have gotten impressive consideration. While there is a tremendous writing on the financial effect of real occasions, investigate enquiry around there has likewise made inquiries about goal picture upgrade, national character and pride improvement, and longer-term recovery results through brandishing and business foundation and also group building and social inheritances. The examination prove proposes that extensive scale occasions make both positive and negative effects in both the short and the long haul. Numerous examinations have recorded positive results (e.g. Decco and Baloglu 2002, Ritchie and Smith 1991). A solid topic here is the upgrade of the universal picture of the host group, and the age of short and long haul guest streams. Concerning the previous, significant consideration has been paid to how occasions can re-shape a city's picture (Jeong and Faulkner 1996; Lee, Lee and Lee 2005) in spite of the fact that Boo and Busser (2006) guarantee that few examinations have observationally inspected the part of celebrations in

goal picture change and call for longitudinal research on this inquiry. In the interim, the writing on the European City of Culture (ECOC) occasion is frequently distracted with the tourism results of this yearly social occasion (Bailey, Miles and Stark 2004; Garcia 2005). One of the ECOC's most every now and again talked about in the writing, Glasgow 1990, is broadly credited with having changed the city's picture from an once in a while went to, discouraged postindustrial city into a vivacious and appealing city that consequent to the occasion expanded its inbound traveler streams significantly. The age of natural results as infrastructural heritages is another prominent topic in the writing. Vast occasions have come to be viewed as impetuses for urban recovery (Garcia 2004) albeit blended results have been accounted for in regard of the last with a few recognizing negative results (Roche 1994, Hall and Hodges 1996, Hiller 1998, Ritchie 1999). Cases of such negativities incorporate the aggregation of expansive obligations for have groups and the uprooting of neighborhood inhabitants to clear a path for infrastructural enhancements.

A few investigations have indicated positive, yet to some degree immaterial and frequently astonishing results. Lee and Taylor (2005: 602) in a monetary effect think about, finished up in regard of the 2002 FIFA World Cup held in South Korea that 'the achievement of the South Korean football group gave the nation a feeling of national pride and cohesiveness that no financial effect appraisal would ever put a dollar esteem on. Lee, Lee and Lee (2005) make the point that super games occasions like the Olympic Games draw a lot of universal consideration regarding sport and all the while, add to expanded enthusiasm for sports tourism. In the interim Kim, Gursoy and Lee (2006) contend that few scientists (Milhalik and Simonette 1998, Ritchie and Aitken 1984) have proposed that inhabitants in places that have held games uber occasions can trust the positive social results to be as critical as monetary results or much more so. Somewhere else, Thomas and Wood (2004) and Wood (2005) showed that in a UK setting, the social advantages of nearby expert financed occasions are probably going to exceed the financial advantages.

From a tourism point of view, occasions unmistakably require groups of onlookers. As Faulkner, Chalip, Brown, Jago, March and Woodside (2000) contend, the goal improvement incited by an occasion is generally determined by the participation it is relied upon to create. In the interim, as Whitelegg (2000) takes note of, the effect of uber occasions on worldwide tourism is identified with their ability to pull in universal groups of onlookers. In this way, the advancement and showcasing of occasions is a key region of intrigue, and the inquiry

regarding what inspires individuals to go to occasions has been a vital social mental inquiry going back to the mid 1990s. There is presently a significant writing on the point, including a current survey by Li and Petrick (2006). The many-sided quality of thought processes at issue has been wrangled all in all (e.g. Backman, Backman, Uysal and Sunshine 1995, Crompton and McKay 1997, Formica and Murrmann 1998, Getz and Cheyne 2002, Robinson and Gammon 2004) and also in particular regions like games occasions (Gibson, 1998, 2006), and business and tradition occasions (Rittichainuwat, Beck and Lalopa 2001). The significance of understanding imperatives has been talked about (Kim and Chalip 2004) as has the significance of market division, with Formica and Uysal (1998) showing that fruitful advancement relies upon compelling division.

2.2 Local residents and stakeholder relationships:

A supply-side point of view is exceptionally obvious in the greater part of the above writing, yet in the move towards a more extensive understanding of occasion impacts (Hede 2007) we see a developing enthusiasm for different partners, including inhabitants. One settled line of enquiry in the writing has concerned occupants, and research into the apparent effects of occasions on have groups is entrenched (Delamere 2001, Fredline and Faulkner 2002, Fredline, Jago and Deering 2003, Gursoy and Kendall 2006). Social trade hypothesis supports a lot of this exploration, and studies have attempted to survey the degree and way in which people are probably going to take an interest in a trade on the off chance that they trust they are probably going to pick up benefits without acquiring unsatisfactory costs (Homans 1974 referred to in Gursoy and Kendall (2006: 607). Occupants have likewise been focal in the exploration that has investigated how celebrations and occasions are related with upgraded group prosperity, enhanced social attachment, improved pride set up, working of group union and character, all of which have been examined in celebration and occasion settings (e.g. Derrett 2003). As for partners all the more for the most part, there has been a developing enthusiasm for speculating partner connections in celebration and occasion settings from various administration points of view. Larson and Wikstrom (2001) and Larson (2002), for instance, presented the political market square idea into the occasion partner writing. With regards to relationship advertising, Larson (2002) utilized the political market square idea to break down the power flow obvious in an undertaking system of performing artists showcasing a celebration. Her examination recognized a progression of political procedures

including gatekeeping, transaction, coalition building, trust and character building. All the more as of late, Getz, Andersson and Larson (2007) have contended that celebrations are delivered not by remain solitary associations but rather by deliberate systems of partners that must be overseen viably by the celebration association. Somewhere else, MacKellar (2007) utilized a system investigation technique to examine the connections between associations organizing an occasion.

CHAPTER THREE

COMPANY PROFILE

3.1 Asiatic Experiential Marketing Limited

Asiatic Experiential Marketing Limited began its journey in 1998 by organizing the Mini World Cup. Despite of facing so many challenges, with support of their dynamic management and workforce, the organization is the most renowned marketing agency in Bangladesh. AEML has proven its potential through its exceptional planning, designing and operational activities for the last 19 years of their operations. Through their first-rate actions, Asiatic Experiential Marketing Limited has set an example and benchmark in the agency arena. The dedication of the dynamic teams, strengthen the pillars of their foundation of success throughout the years.

3.2 Company Overview

Asiatic is one of the leading marketing communication firms of Bangladesh. In Bangladesh, Asiatic has been working successfully for the last four decades. The relationship that Asiatic has created with the leading business houses, NGOs, Government bodies, industrialists, specialists, advertisers and administrators is preeminent.

The scope of Asiatic service area excels the boundary of Advertising to cover Social Communication, Events, Public Relations, Corporate Relations, Direct Marketing, Formative Research and Media Planning and Management, Marketing and Product Planning.

Advertisement is the process to communicate the non-personal information persuasive in nature, providing information about products, ideas or concepts through numerous media by identified sponsors.

Before the independence, there was very little advertising practice in Bangladesh. Demand for advertising agencies was very narrow because of inadequate industrialization. East Asiatic

(now Asiatic) is one of the pioneers in the field with the firms like Bitopi, and Interspeed. They entered the market almost simultaneously in the year 1967. Their clients included companies like Lever Brothers Limited which had started to upsurge the variety of their products. After the independence of Bangladesh, numerous advertising agencies started their journey.

Asiatic has advanced from an advertising agency to a multi-dimensional communications firm through providing practical, realistic and total communication solution to a multitude of native, provincial and intercontinental clients over the years.

Affiliate of Asiatic, J. Walter Thompson, is one of the top global advertising agencies of the world with 246 offices in 83 countries. They have association with JWT which is the 4th largest advertising firm of the world.

The association with JWT enables Asiatic to:

- Access superior global communication skills and technology
- Facilitate training of personnel in overseas JWT offices
- Gain direct and indirect creative input from JWT source, if required
- Avail of superior technical support
- Access technological input in Public Service Communication (PSC) from Thomson Social, a division of Thomson dedicated to social communication

Now, Asiatic is involved in product innovations, brand building and launching, market entry tactics etc. for most of the renowned industrial and marketing companies of Bangladesh like Unilever Bangladesh Limited, BAT and Pepsi. It's not only an advertising agency to its clients anymore, it also provides strategic planning services to most of them (Bangladesh talks, 2011).

3.3 Other Concerns of Asiatic 3Sixty

MRC-MODE

MRC-MODE Ltd. is the pioneer in Bangladesh, in the field of Market and Communication Research and began its operations in 1975. It is a formal subsidiary of GFK - MODE, India.

Also, is a concern of Asiatic 3Sixty group in Bangladesh. In the year 1981, the association expanded its operations into the field of social research, understanding the developing interest for research work in the field of social and open welfare issues (MRC-MODE Limited, 2017).

Asiatic MCL (Marketing Communication Limited)

This wing makes a wide range of promoting correspondence materials for customers; the materials are materials are fundamentally focused to mass buyer which can anything going to a standard print innovative to a total ATL commercial. This wing chiefly works with the ATL correspondence of the customers and gives all the imaginative help to the various wings the coordination of which gives the customer a 360-degree advertising arrangement. One of the significant help prerequisites originated from AEML itself as it required all the innovative materials of the customers for the BTL correspondence and Activation programs that it propelled.

Maxus

Maxus is the fastest growing media agency for the last two years. They were named Campaign's Global Media Agency of the Year at the end of 2011 and began 2012 as Ad Week's US Agency of the Year and one of Ad Age's 'Agencies to Watch'

Dissimilar to other global agency network, Maxus Bangladesh has the propensity for winning local pitches. All the business took care of by Maxus Bangladesh are local wins (Maxus, 2017).

Mindshare

Asiatic Mindshare began its journey in June 2001 as a joint initiative of Mindshare World and Asiatic MCL, one of the top agencies in Bangladesh. Since then it has been driving noteworthy changes in local media scenario and off-course in their client's media investment. In Bangladesh, it is the first of its kind. As it is a broad media planning, buying and research company. It is the key driver of media research in Bangladesh media market. Securing competitive advantage for clients in a media world which is changing beyond recognition, and which is well-defined by the fragmentation of mass media and high level of media inflation is the vision of Mindshare (Mindshare, 2017).

MEC

MEC is one of the world's top media offices and utilizes more than 5,000 individuals in more than 150 workplaces crosswise over 84 nations. MEC has a solid and reliable geographic impression and a strong worldwide system, drove from its provincial HQs in London, New York, Singapore and Miami. MEC oversees more universal media assignments than some other system, facilitated by its Global Solutions groups through twelve overall customer center points. MEC conveys an incentive by making, executing and measuring correspondence arrangements that effectively draw in individuals with brands.

MEC is establishing accomplice of Group M, the gathering of media organizations claimed by WPP. Group M is by a wide margin the biggest media amass on the world. In Bangladesh MEC has begun its journey in late 2007 as a subsidiary to Media Consultant Ltd. Media Consultant Ltd. is a part of Asiatic 360, the main aggregate in Bangladesh that gives answers for all correspondence needs through its autonomous inventive, media, occasions, PR and think-tanks.

Forethought PR

Forethought PR is an independent PR organization with a goal to serve customers with key arrangements in view of dynamic thoughts incorporated with tried and true way of thinking. Dynamic thoughts keep them contemporary and significant with today's circumstances however standard way of thinking gives them the edge that makes them achieve new statures in this field. Their solid systems and element PR abilities make them one of the best decisions in the market. They convey with solid morals as they have faith in what they do and do what they have faith in.

Forethought PR is the Public Relation wing of the oldest advertising agency of the nation, Asiatic JWT, working since January 2009. They are driven by a group of experienced, incomparable experts with a cumulative experience of over 100 years (Forethought PR, 2017).

Radio Shadhin

Shadhin is an infotainment based radio, giving accentuation on the effect of current issues on our society. They have a sincere group behind all the most recent and credible data that they attempt to provide. They at Shadhin have one of the best creation units in the nation, and endeavor to make new and classy creations consistently from their studios. Their team works in numerous approaches to give their audience members the correct stories and data, and furthermore an opportunity to share their perspectives and criticism to have any kind of effect in the society.

Ddhoni-Chitra

Ddhoni-Chitra Ltd. is an expert Creative and Technical Production House in the field of Audio- Visual media in Bangladesh. Today, Ddhoni-Chitra is very much furnished with varying media creation and postproduction facilities, for example, Editing, Camera, Animation and Sound recording. The organization was shaped with the plan to provide quality service through a blend of its specialized skill and imaginative ability. Ddhoni-Chitra is a sister concern of ASIATIC MCL, the leading communication organization in Bangladesh (Ddhoni-Chitra, 2017).

Nayantara Communication

Nayantara Communication is an audiovisual (AV) production unit which facilitates Asiatic 3sixty and creates all the audiovisual elements that the AMCL or AEML or any other department requires. They are the individuals who shoot, edit and create audiovisual presentation, which may be in the form of a drama, short film, etc. This department is also associated with Sesame Street Inc. in Bangladesh and communications educational videos and games in Bangladesh.

Along with these departments and sub units, Asiatic 3sixty also has 20 Miles, which is another audiovisual production house of Asiatic 3sixty and their own in-house printer called the Moitree Printer

3.4 Work Process of Asiatic Experiential Marketing LTD.

Asiatic Experiential Marketing Limited is divided into two parts with accordance to its nature of work. It's all about providing the target group an experience they would remember for a long time and thus building image for the brand.

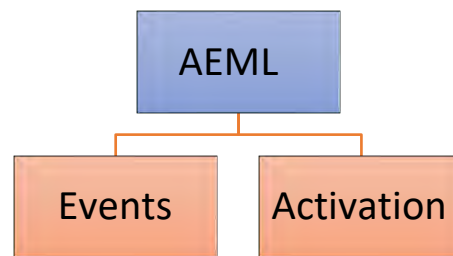


Fig:1 company wing

The activities of the event part take place when it's about a single day program but activation is a long-term process which is done in various phases. Marketing activation is a process used to interact the brand message with the target customers through strategic and integrated campaign by leveraging a wide range of marketing communication tools such as print, mobile, media and interactive in order to bring the maximum return of the investment.

Marketing Activation strategies help companies:

- Identify the opportunities in the marketing cycle;
- Attract the right consumer at the right moment in the decision-making process;
- Move consumers with the right information to the right point of contact.

A strategic marketing activation program is designed to measure and planned to meet the key marketing and business objectives while meeting the precise deadline. These programs can also accelerate the activity or can have impact on the existing programs.

Marketing activation is also divided into two parts. Brand activation focuses to build a long-term emotional attachment with the customers and direct response activation focuses on immediate sales.

Despite of being a operations intern, I had the opportunity to work with the Key Accounts and Planning team to get practical knowledge of how things are done at different level.

The whole process goes within a systematic way from Key Accounts department to Operations. To facilitate the business operation, there are different supportive departments in Asiatic EML, such as – Human Resources, Accounts and Information Technology.

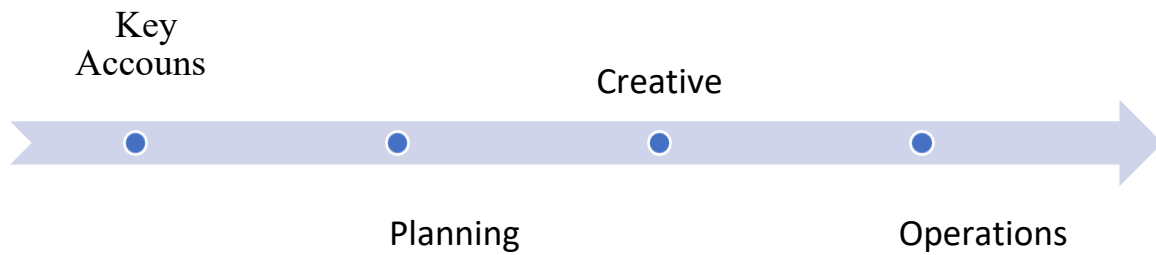


Fig: 2 Primary activities



Fig: 3 Support activities

Responsibilities of each department are discussed below:

Key Accounts

At Asiatic EML, they have dedicated personnel for each client who is responsible for contacting the client and for all the activities.

At first, the clients contact the Key Accounts for any kind of brief. The clients call for the meeting in both verbally and written form. So, after getting the brief, the Key Accounts personnel discuss the brief with the Planning team. Then, the work process of planning department starts.

Planning

As Asiatic EML deals with below the line marketing, all the briefs are about corporate events or activation program. After getting the brief from the Key Accounts, the Planning department starts to work accordingly. To start planning the event or activation, understanding the brief is a must. Then a brainstorming session takes place to generate ideas. The ideas are selected based on the theme provided by the clients. Then all the activities are selected in accordance to the selected idea and the activities must be aligned with the theme.

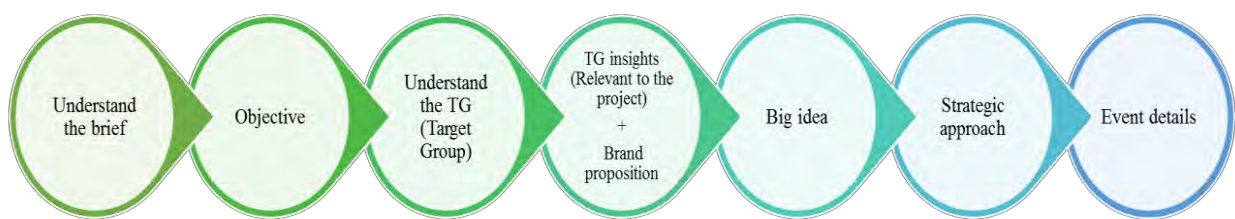


Fig 4: Planning Process

The brainstorming session is an open floor to all. Anyone interested, can join the session and give ideas. At this point, every department works together to ensure the feasibility of the plan. When all the activities are planned, then a proper presentation process of the idea starts which will be presented to the clients. To make the presentation easy to visualize, the help of creative department is needed. Therefore, the work process of Creative team starts.

Creative

When the plan is ready, the creative team provides the help with designs. At first, a form called the job sheet must be filled-up with all the design requirements such as invitation card design, entry gate, stage, leaflet and brochure design etc. Then, the Creative team starts to make the designs as required and delivers within the deadline provided.

Operations

When the full plan is prepared, it is presented to the Operations team to prepare a budget for the project which will be presented to the client along with the main plan. Taking permission from the associated authorities is a part of the work process of Operations.

After winning the pitch, negotiation with the budget takes place and finally the execution takes place. At this time, the Operations team manages all the logistical support with help of the vendors.

CHAPTER FOUR

EVENT MARKETING

4.1 63rd Commonwealth Parliamentary Conference:

One of the biggest yearly social affairs of Commonwealth Parliamentarians took place last November at **the 63rd Commonwealth Parliamentary Conference (CPC)** facilitated by the **CPA Bangladesh Branch and the Parliament of Bangladesh**. The yearly leader occasion will unite more than 500 Parliamentarians, parliamentary staff and chiefs from over the Commonwealth for this one of a kind gathering and systems administration opportunity.

With the regularly expanding center around more prominent investigation of Parliamentarians and the general open put stock in deficiency in Parliaments, the CPA's yearly meeting offers the open door for Members to profit by proficient improvement, steady learning and the sharing of best practice with partners from Commonwealth Parliaments together with the participation of leading international organizations. The overall main conference theme for the 63rd CPC will be **‘Continuing to enhance the high standards of performance of Parliamentarians’**.



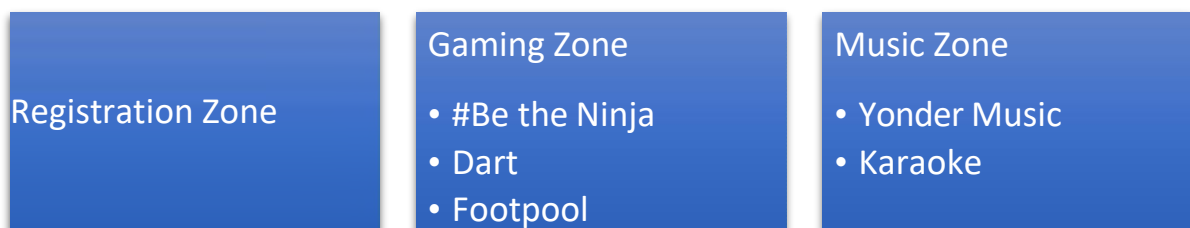
4.2 Airtel #YOLO Campus Activation:

To promote the new package and to engage the youth, Airtel #YOLO took this initiative to conduct campus activation primarily in Dhaka and after getting satisfactory result in outside Dhaka in renowned universities. The activation was named ‘#YOLO Fest’. The activation covered total 15 universities in Dhaka. Some of the universities are-

- ✓ BRAC University
- ✓ EAST WEST University
- ✓ Jahangirnagar University
- ✓ Bangladesh University of Engineering and Technology and many more

Airtel #YOLO package is full of fun and entertainment with exciting call rates and internet offers. University students are the key target group for this package who always want to remain in contact and connected to the digital world. That’s why to provide them an experience of the new package, Airtel team has decided to run a campus activation with various exciting activities that provides the essence of the package.

To provide them the experience of fun and entertainment, there were different activities in different zones. The zones and activities are as follows:



Augmented Reality
Photo Booth

#YOLO Conversion
Zone

Sales Zone

Activities:

- To participate into the activities, at first the students needed to get themselves registered. The registration process was restricted to Airtel users only. After registration, all the activities were open
- There was a conversion zone where the existing Airtel users were able to convert to

#YOLO. Branded doodle books were gifted to the converted users

- For Non-Airtel users, there was a sales zone from where they could buy new sim connections
- In the augmented reality photo booth, the students got instant printed photos
- Providing them the experience of music through Airtel Yonder activation and Karaoke Zone where the students were provided the opportunity to sing their favorite songs and win gifts. Branded t-shirt for Yonder activation and bandana for Karaoke
- In the gaming zone, students were given opportunity to play and win gift items. By playing dart and footpool students could win Airtel #YOLO branded wristbands. By playing #Be the Ninja, only the existing #YOLO members could win a branded t-shirt
- At the end of the fest, there was a concert with Yonder artist

Awesome গান আর অনেক fun নিয়ে
ক্যাম্পাস মাতাতে **#YOLO fest** আসছে
East West University-তে!

Warfaze



CHAPTER FIVE

EVENT TOURISM

Occasions are probably going to have started even before the presence of cash, however the foundation and acknowledgment of the general identical was without a doubt took after by their further improvement. The rise of free enterprise, new items and new social relations, and additionally the better approach forever made ready for more adaptable improvement of the developing number of occasions. Be that as it may, it was amid the twentieth century when the improvement of all the distinctive sorts of occasions crested and they approached what we these days think about occasions. It was a result of the wonder of optional pay, increment in obtaining force and guidelines of shoppers, moving the concentration from basic to extra needs, and the introduction of totally new purchasers' needs which all expanded the interest for a particular scope of occasions, which at that point animated the improvement of different contemporary occasions. Advancement of occasions in the financial sense tackled the issue of business and affected monetary development, particularly in created advertise economies. The best case for that is the effect of Uber don occasions, for example, the Olympic Games or World Championships of prevalent games on the financial development of host nations. Recorded research exhibits how the occasions advanced from crude get-together of individuals for horticultural or religious motivations to current sort of occasions, and in addition their long history of drawing in visitors and building up have groups as traveler goals.

5.1 Tourist Value of Events

Events can be sorted by their engaging quality for tourism. Despite the fact that the dominant part of occasions are vacationer driven, there are a critical number of those with next to zero idea given to their tourism offer or potential. Getz (2008) clarifies this is either because of the coordinators' particular points, or there is just no relationship built up between particular

occasions and tourism. As per occasions' engaging quality for tourism, they can be grouped in three after classifications:

1. Celebrations and occasions that are composed basically for nearby occupants and frequently with the assistance of volunteers. In spite of the fact that in most of the cases these occasions are little and have restricted or none vacationer allure, they can even now work as a profitable open door for guests to the territory. In any case, the vast majority of the nearby occasions don't want to be tourism situated; their coordinators even feel undermined by it and take pride in their occasions not being marketed. That does not shock anyone considering the way that they are group and socially arranged, and huge tourism would have potential negative effects and likely degenerate their validness.

2. Occasions of territorial and commonplace criticalness which can have a noteworthy visitor appeal control. These occasions are once in a while planned to end up bigger. In any case, with the assistance of visitors pulled in to the occasion and future speculations, their vacationer potential can be produced. Normally the occasions in this gathering have an expert staff.

3. Occasions of national and universal essentialness which are most appealing from the vacationer perspective. These occasions draw in national and worldwide voyagers, and can additionally upgrade the notoriety and engaging quality of certain goal. Not at all like neighborhood occasions. Their essential objective is to expand the tourism interest of the host goal however much as could be expected.

5.2 Event Tourism:

As it was at that point specified and clarified, occasions are imperative inspirations of tourism, and they extraordinarily impact the improvement of a goal. Their parts and effects inside tourism have been very much recorded in tourism related writing. However it was just a couple of decades prior that "event tourism " ended up set up as a free train in both the tourism business and in the examination group. The investigation of occasions has existed some time before that, however just as a piece of different trains, for example, human studies or topography. Occasion contemplations were viewed as a superfluous and maybe unessential thought until the point that the scholastics doing occasion related research distributed

extraordinary number of papers and books regarding the matter of occasions, and additionally settled diaries and meetings that are represented considerable authority in occasions. Thusly, they produced adequate enthusiasm for that field. Therefore, "occasion administration" created as a quickly developing proficient field in which voyagers constitute a potential market for arranged occasions. Getz (2008) characterizes event tourism as an arrangement of interrelations between tourism administration and occasion administration. Tourism administration manages tourism improvement in light of investigating the conduct and inspiration of a wide range of travelers. Then again, occasion administration manages occasion promoting, plan and overseeing of an occasion. Also, it tries to comprehend the occasion encounters and to oversee them. Henceforth, event tourism is amidst the two areas. At the end of the day, event tourism goes for full abuse of the abilities of occasions keeping in mind the end goal to accomplish tourism advancement of host groups. As Getz clarifies, event tourism is for the most part acknowledged term that incorporates every single arranged occasion in a coordinated way to deal with improvement and showcasing of goals. Similarly as with all types of uncommon intrigue travel, event tourism must be seen from both request and supply sides. The request side comprises of deciding the estimation of occasions in advancing a positive goal picture, the situation of occasion advertising inside the general showcasing of the goal, and capability of co-marking with goals. On the supply side, goals create and advance occasions of different sorts to meet numerous objectives:

- Attract more tourists (especially in the off-peak seasons)
- Serve as a catalyst for urban renewal, and for increasing the infrastructure and tourism capacity of the destination
- Foster a positive destination image
- Contribute to general place marketing
- Animate specific attractions or areas.

5.3 The Relationship between Major Events and Tourism:

Events offer a unique form of tourist attraction, ranging in scale from small community festivals, through to international trade fairs, and on to the largest of global sporting events, such as the Olympic Games and the FIFA Football World Cup. One of the key differences between events and traditional attractions is the period of time over which they impact the host community or region. Events are short-term by definition, often lasting only one or two days, although some larger events can last significantly longer (e.g. weeks for Grand Slam Tennis tournaments or the Tour de France, up to several months for the European Capital of Culture, or World Expo's); while fixed attractions tend to draw visitors seasonally, or over an extended period. Events (sporting, cultural, business etc.) are an increasingly important motivator for tourism, figuring prominently in the development and marketing of most destinations and playing a growing role in destination competitiveness. However, without some way in which to distinguish between different types or categories of events, it is difficult to consider the potential impacts associated with each, in terms that are easily understood. When considering the scale and impact of events, they fall into four broad categories i) local, ii) regional, iii) major, and iv) mega-events. The key factors typically recognized as determining the perceived scale and impact of events are the level of participation, audience/spectators, and media coverage; and the degree to which an event generates significant international demand for each (Figure 1). Events with international appeal and true global reach typically fall into the categories of major or mega-events. Such events have the potential to act as catalysts for local development, and to deliver a range of economic, socio-cultural, environmental and other benefits associated with image, branding, and expansion of the visitor economy, just to name a few.

5.4 Wedding as a Social Event

Another pattern of orchestrating weddings in some unique spots is creating. Individuals need to make this exceptional date staggering and extraordinary. The occasion administrators apply every one of their endeavors to meet the solicitations of the most requesting clients. What can be superior to the start of special night, directly after the wedding itself? The following day after the service, the love birds don't have to pack things and endure in air

terminals and planes. They're as of now set up, where they need to be. The part of occasions in tourism is very much exhibited in this specific case.

5.5 Methodologies to evaluate the impact of event on visitor:

Those making the case for hosting major events regularly cite the economic benefits that these events will bring. While capturing the potential pre- and post-event benefits is not an automatic proposition (particularly considering the often-high costs involved), when events of sufficient international appeal are hosted well, they can play a significant role in local development, acting as catalysts for job creation, business growth, and infrastructure improvement, and in extending global reach. However, for major events to provide economic benefits at a national level they should expand the use from abroad and this by and large means tourism, either amid or after the occasion. Additional residential consumption (for instance on framework or by occupants going to the occasions) will be remunerated by less spending somewhere else in the economy, either all the while or later. Along these lines, expanded national consumption (be it open or private) will by and large not increment GDP (Mitchell and Stewart, 2015). Therefore, it is necessary to understand the economic impact and wider added value associated with hosting major events in order for governments to produce ex ante estimates of the potential return on the investment necessary to attract and host such events. By accurately estimating the impacts of similar events after the event, governments will be in a position to make more informed decisions concerning the expected value of such events, and whether they will likely deliver the expected benefits for the expected cost. A few ways to deal with monetary effect examination have been connected to celebration and occasion inquire about, for example, ex post econometric investigations (e.g. Baade and Matheson, 2004), money saving advantage investigations (Burgan and Mules, 2001), input-yield examinations (Crompton, Lee, and Shuster, 2001), and calculable general harmony (CGE) investigations, which intends to catch the aggregate financial effects (direct and stream on) of an occasion on the economy (Dwyer, Forsyth, and Spur, 2005).

CHAPTER SIX

JOB IN ASIATIC EXPERIENTIAL MARKETING LTD

- ✓ Getting brief from the client
- ✓ Attending meetings with the client
- ✓ Getting permission from the university authority
- ✓ Visiting the venues during the fest
- ✓ Reporting to the associated teams throughout the activation
- ✓ Collecting all the information from our dedicated human resources
- ✓ Creating final report and submitting it to client
- ✓ Creating a check-list to follow before the technical proposal submission
- ✓ Preparing the security plan for the delegates coming from different countries
- ✓ Preparing storyboard for the presentation
- ✓ Designing the car sticker and parking plan
- ✓ Collecting the photos of flags and parliament buildings of the countries
- ✓ Overseeing the activities while the venue was being made
- ✓ Managing volunteers for the event
- ✓ Managing seat plan on the event day

CHAPTER SEVEN

FINDINGS, SUGGESTIONS AND CONCLUSION

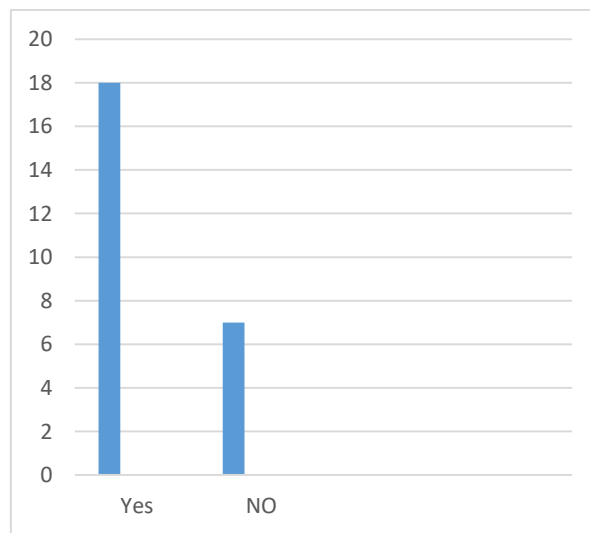


Fig 5: participation in event focusing tourism

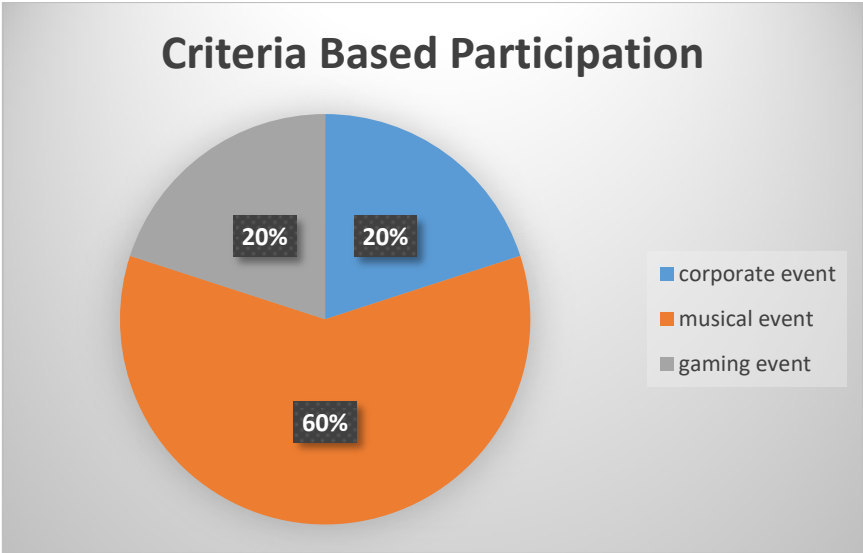


Fig 6: Criteria based participation

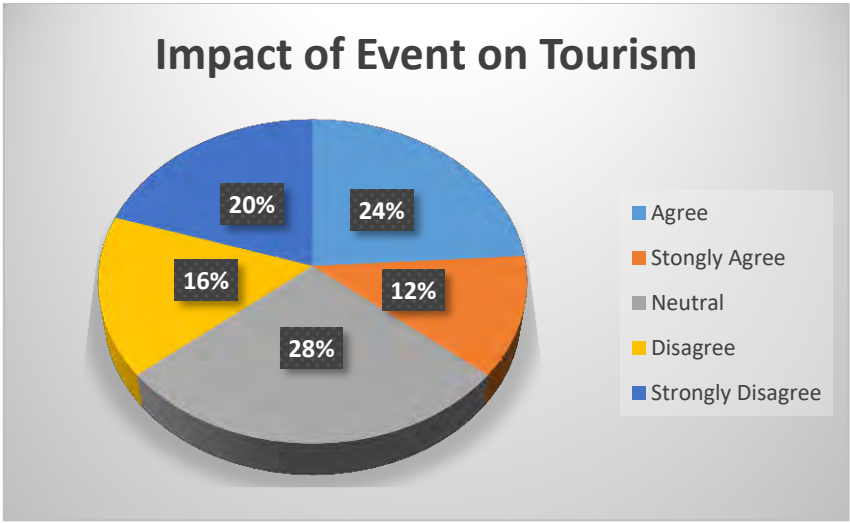


Fig 7: impact of Event on Tourism

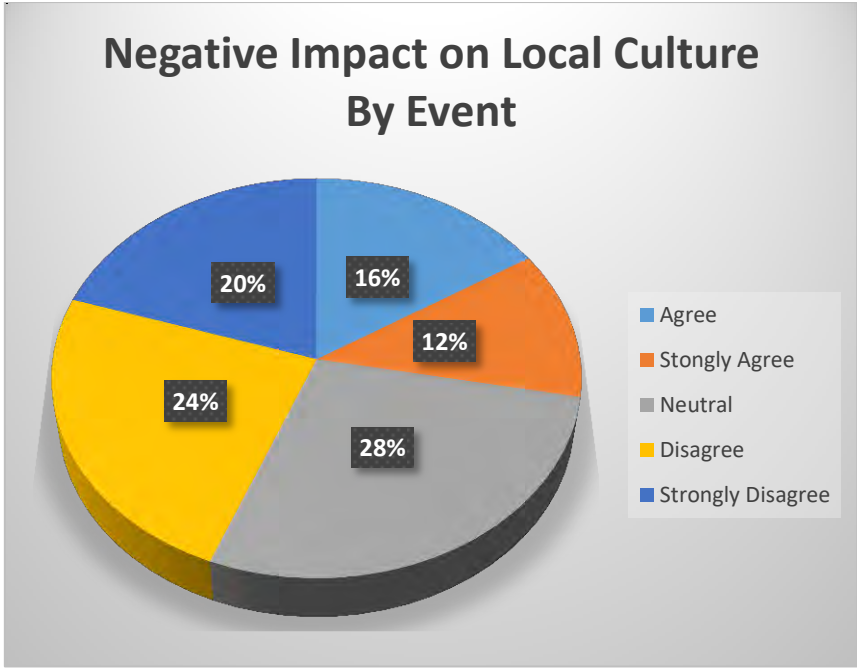


Fig 8: Negative Impact on Local Culture by Event

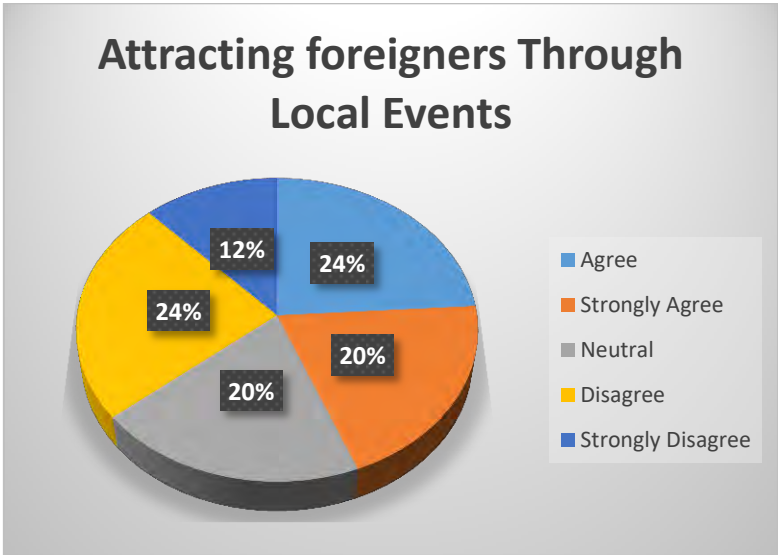


Fig 9: Attracting Foreigners through Local Events

Findings:

- ✓ It was found that most of the people have participated in events focusing tourism sector
- ✓ There are some criteria which have been much more popular among the audience which are corporate, musical and sports events.
- ✓ Musical events are more popular as highest portion are interested in this kind of event.
- ✓ Impact of event on tourism is characterized by different perception by the people.
- ✓ 24% people think there is some impact of event on tourism.
- ✓ On the other hand, there are many people think there is impact of event on local culture.
- ✓ About 40% people think impact on local culture by event is visible.
- ✓ There have been mix reactions about attracting foreign tourists by the local events

Suggestions:

- ✓ The local events should be promoted more for attracting the tourists, especially foreign tourists
- ✓ There is always a security issue in events, this issue must be taken on serious note,
- ✓ Asiatic Experiential Marketing LTD should focus more on arranging events which can attract foreigners.
- ✓ Local culture and event marketing should be incorporated with a soft process where both parties can have benefits.
- ✓ Asiatic EML should focus on different types of events rather going for same kind of events.

Conclusion:

Each goal that needs to enhance its traveler engaging quality should make point by point arrangements for the improvement of tourism. These designs ought to consolidate, as well as spotlight on key arranging of occasions in the event that they need to understand the maximum capacity of event tourism . The occasions that occur in a specific goal ought to be deliberately arranged and created, and ought to be set up as vacation spots, impetus for facilitate improvement, picture manufacturers and artists of the goal. It is critical that the occasions are arranged and sorted out in a way that they contrast from each other, considering the way that very much characterized item or administration that an occasion offers gives acknowledgment in the market and favorable position over the opposition, which brings about more prominent fulfillment of guests and their reliability, which is imperative for rehashing occasions. The more unmistakable occasions the goal has, the more it is alluring for the travelers. The key of their prosperity lies in the help of the settlement offices of a fitting standard, the abnormal state of collaboration between visitor offices, the accessibility of particular data about occasions and follow-up exercises, and in particular, legitimate promoting exercises.

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Appendix:

Event Marketing and its Impact on Tourism

Name:

Age:

- 16-24
- 25-34
- 35-45

1. How often do you participate in event?

- a) Once in a month
- b) Once in a year
- c) Not interested

2) What kind of event you visit most?

- a) Corporate Event
- b) Musical Event
- c) Gaming Event

3) Do you think event has an impact on tourism?

Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
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4) Have you ever participated in any event which focuses on tourism?

- a) Yes
- b) No

5) Do you think event can be major role player in tourism sector?

Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
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6) Do you think event tourism can have negative impact on local culture?

Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
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7) Is it possible to link between economic growth and event marketing?

Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
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8) Are you satisfied with the event culture in Bangladesh?

a) Yes

b) No

9) Do you think foreigners can be attracted through the local event held in your country?

Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
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10) State your comment about the current event marketing scenario.
