

Report On
Marketing strategy of CEMS Global Bangladesh

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

20 April, 2020

Ms. Fabiha Enam

Senior Lecturer and Assistant Proctor,

BRAC Business School

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66 Mohakhali, Dhaka-1212

Subject: Letter of transmittal for my internship report.

Dear Mam,

With due respect and humble submission I'd like to inform you that I completed my internship from **CEMS Global Bangladesh** and my internship topic is "**Marketing Strategies of CEMS Global Bangladesh**".

I joined CEMS Global Bangladesh as an intern for the CEMS Events team from January 2nd, 2020. During my time there, I have learnt a lot about total arrangement of an event and how it makes a successful event. Besides, I have assisted my supervisor handling some of the major clients of CEMS Events.

Moreover, I'd like to express my gratitude towards you for your guide and feedbacks that helped me put together the whole report.

Sincerely yours,

Musfikatul Jannat Tinni

Student ID- 15304050

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between CEMS Global Bangladesh and the undersigned student of BRAC University, Musfikatul Jannat Tinni for the insurance of avoiding any exposure to sensitive information of the organization.

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CEMS Global Bangladesh

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Musfikatul Jannat Tinni

Acknowledgment

I want to start by expressing my gratitude to the Almighty Allah for making me capable of finishing the internship report. Then I am really grateful to Ms. Fabiha Enam mam for being there every step of the way. Without her guidance and valuable feedbacks, I would not be able to complete the report. Moreover, I'd like to thank Mr. K M Rafiul Muttakin, Sr. Manager - HR and Business Development for helping me learn a lot of thing from CEMS Global Bangladesh. He taught me all the tasks I have completed there and helped me to go through all the tough assignments. Finally, I'd like to thank all my coworkers and colleagues for being helpful and cooperative. They all created a helpful and friendly environment that helped me to get along with them easily.

Executive summary

The number of exhibiting and event management firms in Bangladesh is increasing day by day. The competition among these firms is very acute. So they always try to distinguish themselves by providing proper messages to the people in a right way. So they are using the various marketing strategies to communicate with the clients as well as the mass people. Here the purpose of the study to evaluate the marketing strategies of CEMS-Global, a firm involved in managing exhibiting and events for the clients.

CEMS- Global is the leading exhibition organizer in Bangladesh which is running their business since 1992. They organize more than 40 exhibitions at home and abroad annually on different sectors like textile, power energy, construction related sector, food and agro based sector, medicine sector and commercial automobile sector etc. This report is mainly focused on the tools and techniques of IMC used by the CEMS Global and how effective these tools and techniques are for the company.

They used different IMC tools to give the proper messages to the desired client and also getting different ways to promote their events. They use both ATL (Above the Line) and BTL (Below the Line) processes to promote their events and now they are starting to use TTL (Through the Line) process. CEMS-Global are using different media for advertising, billboard and they organize a press conference with all media before each and every event for the sake of creating the strong brand image for the clients they serve.

CEMS-Global needs to focus on Television Commercials (TVC) now. New and innovative ideas and events are being launched nowadays. If they do not make them more unique from their competitors, it will be harder for their future to survive and thrive in this industry.

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List of Acronyms

SEO	Search Engine Optimization
TVC	Television Commercial
SMS	Short Message Service
ATL	Above the Line
BTL	Below the Line
IMC	Integrated Marketing Communications

Chapter one

Introduction of the Report

Chapter 1 [Introduction of the Report]

1.0. Introduction:

We all know about the exhibition called “Dhaka Motor Show”, it’s the biggest exhibition in our country. We know about the exhibition but do not know who is the organizer; so the organizer of this biggest exhibition in “CEMS Global Bangladesh”. It is one of the biggest exhibition and event organizers of Bangladesh.

Every time you saw a programme like “OSCAR” or “GRAMMY” awards or any pop concerts you would have wondered how people managed to set up such brilliant shows. Every tiny detail from entering the venue to your going out is a result of organized planning. Well this is event management for you. It is the fastest and the most glamorous professions of the current day. (JNU, 2013).Event management is closely related with marketing and advertising. Events can be thought of as another means of advertising and brand building. Event management, as an activity constitutes of visualization, creativity and meticulous planning and venue management (JNU, 2013).Event management can be described as planning, organizing and effectively using all the event resources to meet the specific goals and objective of the event. The event industry is one of the world’s largest employers and contributes major positive economic impact (Theocharis, 2008). The event is all about people-people coming together to create, operate and participants in an experience (Silvers, 2004). It is an activity that gathers the target group in the time and room, a meeting where a message is communicated and happening is created (Eckerstein, 2002).The term event is used for describing different activities designed for different purposes. The activities can be art, sports, tourism and social activities and can also be activities organized by giant organizers more professional and more formal (Argan, 2007).

1.1 Background of the study:

The Bachelor of Business Administration (BBA) is the professional Bachelor degree. The course is designed with an excellent combination of practical and theoretical aspects. After completion of all the courses, internship is academic requirement of this degree. For internship every student is required to work in a selected company to enhance one practical knowledge and experiences. After completing the internship prepared a report on the knowledge of internship. As per the requirement this report will represent the overview of “CEMS Global Bangladesh”. From that perspective this report is prepared on “Marketing Strategies of CEMS Global Bangladesh”.

1.2 Objective of the report:

The general objective of this report is to prepare a report based on marketing strategies of “CEMS Global Bangladesh”. The objective of the report is to get a good understanding of overall process and procedure of the marketing department and how they arrange different events and provide service to their clients. The specific objectives of report are:

- To present an overview of “CEMS Global Bangladesh”.
- To submit a brief description about their marketing and promotional strategies.
- To understand how to organize an event.
- To understand how to provide service to their clients.

1.3 Methodology:

I have used both the primary and secondary data to prepare this report. But most of the data are collected from primary source. I observed various activities of CEMS Global Bangladesh and prepare this report by collecting information.

Primary Source of Information: Face to face conversation and interview with my supervisor and other colleagues who are serving the organization for long time.

Secondary Source of Information: Company's profile, company website and other published documents of CEMS Global Bangladesh' website.

1.4 Limitation:

This report might be limited with some constraints. During three months of internship program, so many obstacles come in. Besides, for the preparation of this report I found that there are some limitations exist though I have given my greatest effort. Such as:

- The employees were very busy with their work which lead me little time to consult with them.
- In many cases, up to date data was not published
- Non availability of reference books is another limitation
- Due to time limitation many of the aspects could not be discussed in the present report.
- In some cases they were not intended to share company's confidential information.

Chapter Two

Overview of CEMS Global



Chapter 2 [Overview of the CEMS Global]

2.0. Overview of CEMS Global Bangladesh:

Conference and Exhibition Management Services Ltd is one of the leading diversified business conglomerates of Bangladesh. The core ideology of the company is “The most efficient platform for unlocking World-class successful event/exhibitions/seminars and conferences” (CEMS Global, 1992). The founder of the organization is **Mr. Shahid Sarwar (CEO)** and **Mrs. Meherun N. Islam (President & Group Managing Director)**. CEMS Global has been proudly organizing exhibitions and is celebrating 28 years inceptions in the year 2019. Since its inception in 1992, CEMS Global in this span of over 28 years has made a commendable presence in South & South-East Asia, South America as a Multinational Exhibition Organizer with operations in 8 countries & organizing over 40 exhibitions per annum on all important sectors of the trade and economy. Based in New York, which hosts the group’s headquarters; the branches of CEMS Global’s expanded offices are operating in the following countries: India, China, Bangladesh, Sri Lanka, Singapore, Indonesia, Brazil & Morocco.

CEMS event is a sister concern of CEMS Global Bangladesh. CEMS Events is the first event management company in Bangladesh since 1992. CEMS Events introduced event management to Bangladesh and generated a whole new direction for an industry to grow. Bangladesh event management sector has seen a tremendous growth in this span of 28 years and it is a multi-million dollar industry today. CEMS Events is delighted to be the pioneer of this event management sector of Bangladesh. It has gained considerable expertise and handled project of all magnitudes; in delivering successful events to Companies, Organizations, Associations, and Government Authorities. CEMS Events also offers event planning and management, event

marketing services for corporate and trade events. The list also includes organizing international conferences, exhibitions, consumer show, product launches and more.

2.1. Vision, Mission & Core values:

Vision:

A Vision Statement is a statement of an organization's overarching aspiration of what it hopes to achieve or to become. A vision statement provides the direction and describes what the founder wants the organization to achieve in future (O'Donovan, 2020). The vision statement of CEMS Events is:

“To become a recognized leading event management firm, concept development and service performance excellence”. (CEMS Events, 2020)

Mission:

The Mission Statement is describes what the organization need to do now to achieve the vision. The Mission of CEMS Events is to design unforgettable events by managing both the creative and logistical components with utmost care. By designing striking events that leave lasting impressions, we aim to meet and exceed our client's expectations. The detailed mission is –

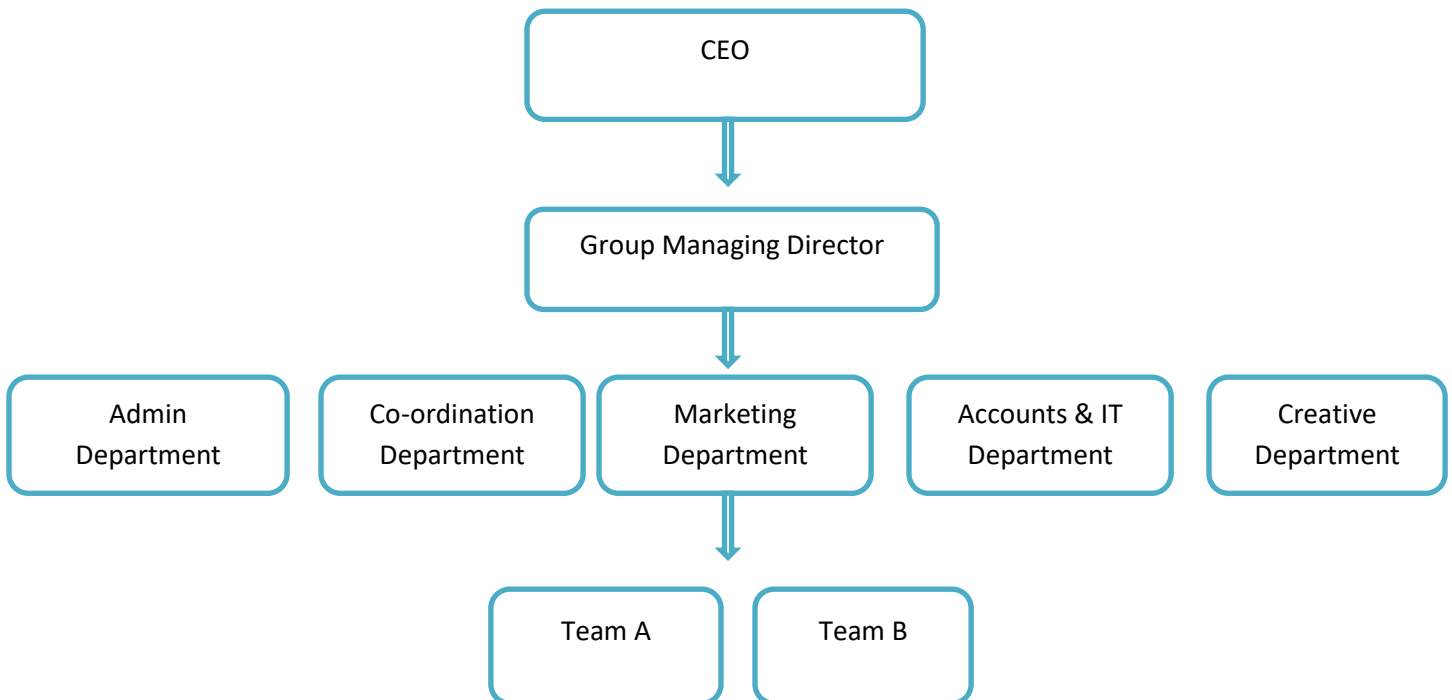
- We believe in being driven with creativity, innovation and focus during the execution of every event.
- Constantly challenging ourselves to perform with increased productivity and efficiency.
- Working as a team for and with our clients and accomplishing the unimaginable.
- Service-oriented in how we deal with our clients (CEMS Events, 2020).

Core Values:

The value statement defines what the organization believes in and how people in the organization are expected to behave with each other, with customers and suppliers and with other stakeholders. It provides the moral direction for the organization that guide decision making and establishes a standard for assessing actions (CEMS Events, 2020). The core values of CEMS Events are-

- Dedicated Service
- Passion
- Ingenuity
- Excellence

2.2. Organizational Hierarchy:



2.3. Clients of CEMS Events:

CEMS Events has been providing best in class events and entertainment services because events are the most incredible way to make connection. Secret behind the success is to focus on client's needs, creating innovative responses and delivering effecting solutions. After 28 years of hard work CEMS Events has some loyal clients; some of local organization some of them are international organizations. Some of the clients are-

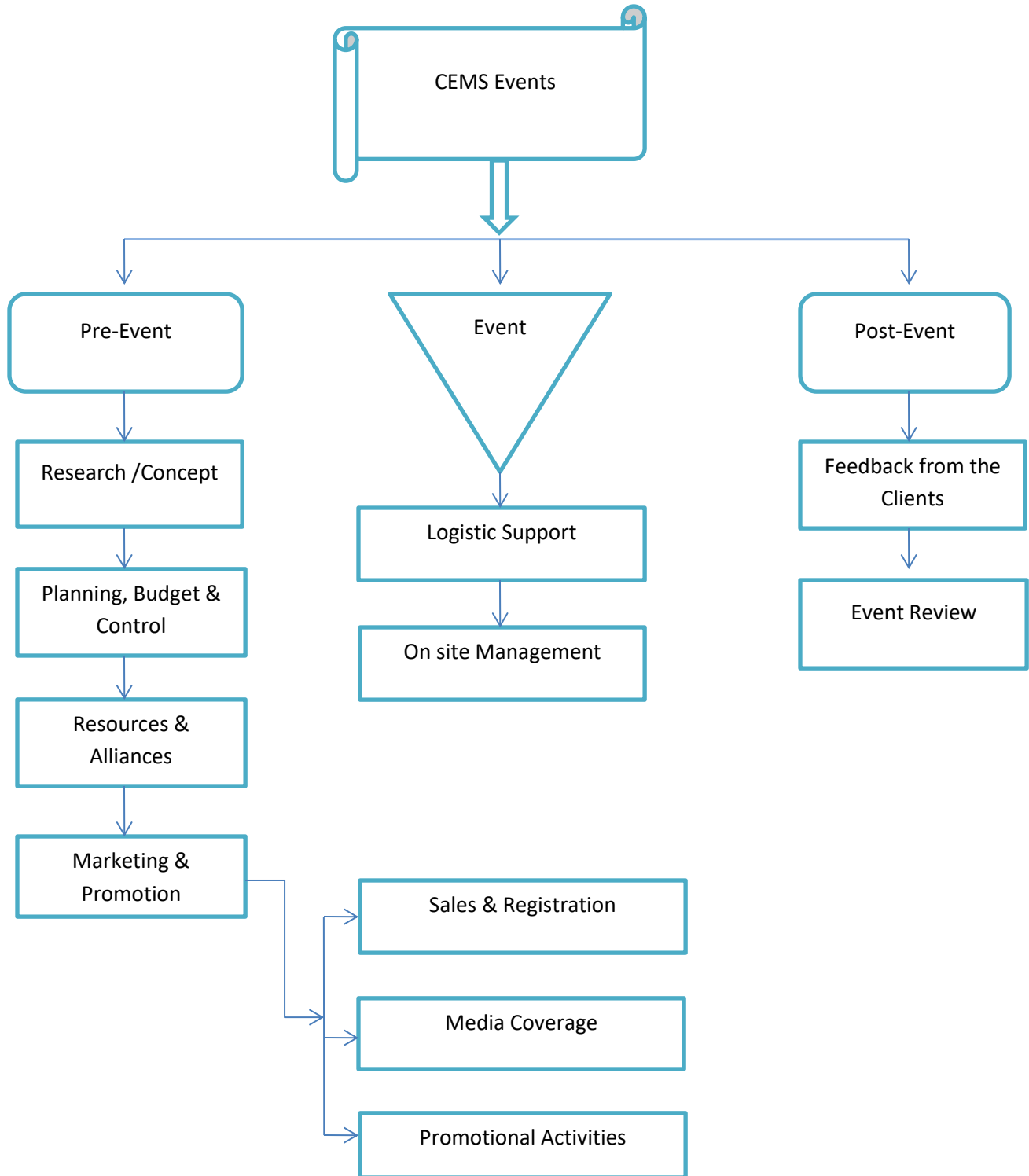


2.4. Project Flow of CEMS Events:

Having an experience over 27 years in the exhibition and event industry, 'CEMS-Global' has become the market leader. Over the couple of decades, with strong and hard dedication, the relentless pursuit of quality, implementing the newest and modern technologies and at the same time client satisfaction, took 'CEMS-Global' into this position. Before organizing an event they

divide all the work sequentially, they divide all the work in three stages to done the event perfectly. The total work flow is given below-

Project Flow of CEMS Event



2.5 Pre-Event Planning

Research /Concept:

Research is a careful & the systematic effort of gaining new knowledge. The main objective of the research department is to investigate and develop methods, procedures, and technologies. The CEMS Global Research team takes a long research before every event. Very first the strategic and planning team gets the briefing of the event from the clients and then they research about the whole event. After that, the team decides which concept will be well suited for the event and make a proposal and present it to the clients.

Planning, Budget & Control:

The first and most logical step in an event planning is assembling a team of people who have the necessary skills and experience. Optimally, these people should all be great team players, who can work responsibly and on their own initiative, whilst also carrying other people's interests at heart. It is good practice to make the size of planning committee relevant to the scale of the Event. Having an understaffed committee can lead to stress and half completed work, while an oversized committee will lead to a lack of organization and indecisiveness.

Once they have assembled the team, the next step is to appoint an event coordinator. This role requires a great amount of responsibility, as most of the executive decisions will come down to the coordinator's discretion. Depending on the size of the event, it might be necessary for the coordinator to appoint administrative staff or a secretary to deal with the extra administrative and clerical tasks. An event budget should be prepared through a thoughtful process involving the sponsor, planning committee and coordinator. A budget should not be seen as a financial document, but rather as a planning and management control document. It is a listing of all

anticipated expenses, funding sources and projected revenue. Part of preparing a conference budget requires compiling a split folio. This is a division of expenses which lists the charges covered by the conference master account and individual guest charges, if there are to be any.

Resources & Alliances:

CEMS Global has the resources of Tangible or intangible assets, skills, abilities etc.

i) Tangible Resources:

- Financial resources
- Physical plant and equipment
- Human abilities, including experience, knowledge, skill, attitude, etc.
- Organizational abilities, including structure and processes

ii) Intangible Resources:

- Technological resources including patents, trademark, knowledge etc.
- Innovation abilities including facilities and employee research skills.
- Reputation including perception of stakeholders.

Marketing & Promotion:

Marketing & promotional activities divided into **three (03)** parts.

1. Sales and registration part basically do the Personal selling & direct marketing activities.
Finding potential clients, make them participate in the exhibition are their main job.
2. Media Coverage included Newspaper Ad, Press conference, TV Scrolling etc.

3. Promotional Activities included internet marketing, billboard ad, Banner ad, Poster, Brochure and SMS etc.

2.6. During Event Planning

Logistic Support:

Strong logistics management is absolutely essential in delivering the business results expected from the event. CEMS Global's in-depth event management methodology has been developed and proven over the last 24 years, and is consistently recognized as best-in-class by our clients.

On site Management:

On site management is the heart of effective event planning. Once the site has been selected the contracts negotiated with venues and vendors, and the day of the event, it is the job of the CEMS Global to attend to every detail to make certain an event runs efficiently.

- Dedicated team of event professionals.
- Full program staffing.
- Coordination of all event venues and service providers.
- Design of inventory control processes.
- Full documentation of all program activities.

2.7. Post Event Planning

Feedback from the Clients:

Feedback from the clients is a very important part of the event management company. It helps to develop and upgrade the event more effectively. CEMS Global maintains its client's feedback very carefully as it is -

- Reconciliation and analysis of budget
- Compilation and analysis of all attendee evaluations
- Measure success of event.

Event Review:

After the every event CEMS Global team collects the feedback or evolution form the clients. According to the feedback and review their dedicated team focuses on the betterment of work if any gap remains. Every review is very important for the event and every positive review encourage working more passionately.

2.8. Services given by CEMS Global for an Event:

CEMS Global is a multinational event organizer. More than 40 exhibitions are being organized by CEMS Global in different countries. So there are several services needed to organize an exhibition or event successful. CEMS Events provides a broad range of support services and solutions to ensure that the event run smoothly for all involved. They are combining cutting edge methods with traditional hard work for successful event and the services included with an event management are-

- Event Planning
- Venue Selection & conferencing
- Synergy
- Entertainment
- Media & Public Relations
- Digital Media

Event Planning:

Planning is the first step of every event and proper planning leads to a successful event. Clients give their details about the events and CEMS team work with the given details. Planning an event is massive undertaking. So jotting down all the ideas are must and find out the gap of the planning. When all the plan settled according to the clients demand then move to next step of event.

Venue Selection & conferencing:

CEMS Events consider venue and surrounds is the vital for an event's overall success. It has strong partnership with the broad selections of quality venues. CEMS Global works with hundreds of reputed partner venues nationwide and beyond only to ensure perfect venue for the clients and their guests. Under venue selection there are lots of services including such as:

- Venue / Destination Management
- VIP / Important Person / Delegates Management
- Speaker Sourcing
- Full Conference Management
- Conference / Seminar Production
- Business / Social Programme Planning
- Activation / Launching Events

Synergy:

Fun in the learning process aids to an increase productivity and better work environment. Team building is vital in developing cohesive and industrious staff. It is considered the central pathway to identifying how individual contributes to team dynamic.

- Processing permission from Minister and Government Agencies etc.
- Indoor Activities
- Outdoor Activities
- Seasonal Activities

Entertainment:

Entertainment acts as an essential element of fun of an event and is one of CEMS Global's core strengths. Its entertainment products and services are continuously updated to suit every taste, allowing clients to cherry-pick from overall services menu to create the perfect bespoke package.

The services provides for entertainment are-

- Custom Tailored Bespoke Events
- Processing Clearances / Visa Applications for Foreign Celebrities
- Musical Entertainment / Concert
- Celebrity Arrangement
- Entertainment and Party solutions
- Host Management
- Lightening / Stage Decoration and Seasonal Events

Media & Public Relations:

CEMS Global provides the perfect strategic communication process that builds mutually beneficial relationships between organizations and their publics. 'Publics' can be defined as stakeholders of any kind – customers, prospects, competitors, community members, employees, etc. It encompasses anyone who interacts with or is impacted by the organization on any level.

Services that our clients receive related media and public relations-

- E-Commerce Media – Website, News Portals & Emails
- Electronic Media – On Air Coverage
- Printable Media –Newspapers, Magazines
- Radio
- Poster & Calendar
- Publications
- Corporate Advertising

Digital Media:

Social media is quickly becoming one of the most important aspects of digital marketing, which provide incredible benefits that help reach millions of customers worldwide. The major advantages behind the reach and value of social media includes improved brand awareness, improved brand loyalty, marketplace awareness, more engagement with customers, increased inbound traffic, cost effective as an advertising strategy, enhance SEO ranking and more. The service that our clients receive related digital media-

- Software development service
- Affordable custom web design and Development Service
- Search Engine Optimization
- On page and Off page Optimization
- Email Marketing
- SMS Marketing
- Facebook Promotion
- E-commerce
- Secure Hosting services with 24 x 7 Control and Monitoring

2.9. Marketing Strategies of CEMS Events:

Every business needs to construct, maintain and continually evolve an IMC system. Such a system is comprised with advertising, publicity, public relations and personal selling with all parts focusing on the firm's targeted customers and delivering consistent and reinforcing message that extols the benefit of the firm's products and services. A firm needs to identify their potential target customers and make a structure of marketing communication system to maintain a decent communicative relation with those customers.

- **Product or Service:** Business means to make profit by selling products or services and satisfy the customers by fulfilling their needs. They do not selling products directly where as it is more about providing service. Arranging various “Events” is the main service of CEMS Events. The services included organizing events, printing and packaging, annual meeting/seminar/ conference/ fair/ exhibition etc.; beside arrange and decorate, arrangement of national and international concert, catering, whole decoration including the places, music system, photography, rent a car etc. All the works done by the special teams of CEMS Global.
- **Price:** In pricing strategy it varies from event to event depending on how much they want to spend for their event. The more they will spend the more it will be creative and gorgeous. From client budget the CEMS team usually fix how much will be spend on what sector. The event team plot all the requirements according to the clients brief, then the team give a budget proposal to the clients to make the event more gorgeous. Afterthought both party set together to fix the budget.

- **Promotion:** Promotion is a sales presentation that is non-personal in nature and is paid by any identified sponsors. Again, it is a form of communication intended to persuade an audience to purchase or take some action upon products, ideas, or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. These messages are usually paid for by sponsors and viewed via various media. Advertising can also serve to communicate an idea to a large number of people but still they are not available in any kinds of advertisement through TVC. As Event planners, the first and foremost thing is to make company profile, business proposal and leaflet for advertising and promotion of our services. Actually, the targeted customers are upper class and upper middle class people, various reputed organization and their key person. So the chosen these types of places for our advertisements, where most of the time they are found to shop trendy stuffs. Besides, Facebook can play a vital role for the advertisement because almost every person has his or her own account in Facebook. These activities for our advertisements are applicable for future or after getting little bit known by the people.
- **Place:** CEMS Global is situated at the place of Badda just beside Gulshan which is very busy area and most of the targeted clients are near this location. Moreover it is very easy for the organization to communicate with all other clients or companies located different place as a result our executive can easily move on to that particular organization for meeting purpose. So consider about location or place CEMS Global is in strong position.

Chapter Three

Analysis

3.0. SWOT Analysis:

SWOT analysis stand for Strength, Weakness, Opportunities and Threat. SWOT analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors as well as current and future potential (Grant, 2020). As SWOT analysis develop strategic plan, I used it in the report to compare the strategic plan with competitors.

Strength:

- **Strong brand name:** CEMS-Global is a renowned brand in Exhibition and Event Management industry in Bangladesh, they operate their corporates office more than 8 countries all around the world. Using this popular name they can easily getting client attention.
- **Resource:** CEMS-Global has its own plenty of resources & materials.
- **Associate:** CEMS-Global always consider young employee for better, smart and fast service and they mostly prefer a multi-tasker.
- **IT Partner:** They have their own IT partner 'Aamar Tech'.
- **Creative partner:** CEMS-Global has its own creative partner 'Market Edge', a sister concern of CEMS-Global. They have the best creative partner and their quality of work and excellence are classic.

Weakness:

- **Manpower:** The activities of the marketing team of CEMS-Global should be more organized. Sometimes they do their responsibilities in a very scattered way. There should be more potential member needed in the marketing department. They can recruit more potential marketing executive to get rid of this problem and I also mention their IT Team.

In IT team need more potential staffs for creating their strong brand image in the event management industry and they should need to recruit more organized, potential and creative IT staffs for their future developments. They should need to give more attention to their IT department. Otherwise they will face big problems in their future developments.

- **Position:** CEMS-Global targets only Dhaka city for the exhibition and events. The promotional activities are also stuck in Dhaka. There are lots of **SME** companies are doing their business outside of Dhaka. They do not get the proper platform to display their products or services.
- **TVC:** CEMS-Global has 0% of Television Commercials (TVC). Television is the strongest medium for the sake of communicating information. So, concentration on the use of T.V. Media is necessary for CEMS-Global. Only the Television media partner is not sufficient to grab the concentration of the people. An informative TVC can help to capture the attention properly.
- **High Price:** To participate in CEMS-Global exhibition exhibitor has to pay some large amount of money. Even for events sometimes they keep a high budget for that they lose some events.
- **Communication Gap:** Communication gap between the Visitors and the organization. Sometimes visitors know about the Exhibition but do not know who the organizer is.

Opportunities:

- **Increasing sectors:** Day by day increasing market rapidly. People nowadays more reliable on event management companies rather than organize an event by themselves.

- **Expand the business:** They can organize exhibitions or events in different potential location in Bangladesh. Such as Chittagong, Sylhet, Khulna etc.

Threat:

- **Competitor:** Competitor increasing day by day. And established competitors doing great than before. Competitors such as Asiatic 360, Grey, LIMRA. Saver. Half step down, ASK Communication etc.
- **Limited Venues:** In Dhaka City there are very limited venues for organizing such an international standard events.
- **Innovative Ideas:** New and innovative events launching nowadays. If they do not make them more unique from other it will hard for them to survive in this industry.

Chapter Four

Learning

4.0. Learning:

As an intern I have done my internship from CEMS Global Bangladesh only for three months. I was assigned to CEMS Events which is a sister concern of CEMS Global and I worked three months with 2 different teams including Strategic & Planning and Operation team. Three months are not sufficient time to learn and cover the whole things of any kinds of organization's activities or operation. Some kinds of activities are highly restricted and confidential for intern, so they do not share so many activities with me. Never the less as an intern I have tried my level best to cover and learn most of the essential activities in my first-hand experience which require for many kind of marketing as well as event management operation. So far I learned from my internship program –

- **Prepare Meeting Minutes:** In my internship period I attend total three clients meeting. First meeting I attend at East Cost Centre for the “Asia LPG Summit 2020”. Here my task was to listen the speech of our clients very carefully and note down all the important points and requirements. Then I have to prepare meeting minutes and send mail to my supervisor and other team members. Second meeting was with World Bank for “WE Connect Project”, it was an event to connect women entrepreneurs with potential buyers. Then the last project was about “Mujib Borsho” organized by Bangladesh Railway. I attend the meetings with my supervisor and prepared meeting minutes for the team.
- **Prepare Proposal Presentation:** For every events team need to present a proper proposal for the event through formal presentation. I have prepared presentation for two events one is “Mujib Borsho” for Bangladesh Railway and another one is for “Kite fest”. My task was to prepare 1st draft of the presentation and then my supervisor prepared the final draft of the presentation.

- **Planning for the Website for CEMS Events:** Previously CEMS Events web site was based on black and red based on website which was not that impressive website. So my supervisor planned to rearrange the website with some innovative ideas and make it simple. I helped him to develop the ideas for website. My task was to research different international event management companies profile and generates ideas for the website. After that the whole idea shared with the designer team and finally the new website developed and now dry run testing is going on. The new website is looks like:



- **Develop new Vision and Mission:** I along with my supervisor develop new mission and vision for the CEMS Events.

Previous Vision: To create memorable events and marketing campaigns that will establish your brand and distinguish your business from your competition.

Present Vision: To become a recognized leading event management firm, concept development and service performance excellence.

Previous Mission: To help our clients develop a clear vision of what they wish to achieve, and to create and execute a complete solution that brings their vision into reality using proven strategies, innovative ideas, limitless resources, and professional expertise in the event management and function planning industry.

Present Mission:

- i) We believe in being driven with creativity, innovation and focus during the execution of every event.
- ii) Constantly challenging ourselves to perform with increased productivity and efficiency
- iii) Working as a team for and with our clients and accomplishing the unimaginable
- iv) Service-oriented in how we deal with our clients

Chapter Five

Conclusion Part

Chapter 5 [Conclusion part]

5.0. Findings of the Study:

Marketing is an organizational functions and set of processes for creating, communicating and delivery value to customers and for managing customer relationships in way that benefit the organization and the stakeholder (Gundlach, 2007). Marketing strategy is basically issues of gaining long run advantages at the level of the firm or strategic business unit (Cunningham, 1983).

CEMS- Global is the leading exhibition and event organizer in Bangladesh. They are doing their business in Bangladesh more than 27 years. They are also doing marketing communication in a better way. They use strategic tools in effective ways such as, the official website of CEMS Global is very informative and user friendly. Anyone can find proper information of any events and exhibitions by surfing the website. Moreover CEMS Global strongly uses ATL and BTL promotional activities which can be effective to communicate with the desired person.

But there is also some lacking of promotional activities of CEMS Global. For example: CEMS Global does not use any TV commercial. And also the post event activities are very low. Post show activities help to find out the errors which help to recover it for the next time. Another thing is the Marketing and IT team of CEMS-Global is unorganized. They should enhance the potential man power of the marketing & IT team. Otherwise, they effectively use most of the IMC tools. But in this dynamic world, every day new ways of communication are inventing. CEMS Global should keep pace with this new communication. It helps to create a good brand image in this industry and makes an event successful. It increased the impact of communications,

made the creative ideas even more effective, and provided greater consistency in communication. In addition, it also improved the client return on communication investment.

5.1. Recommendation:

According to my work on CEMS Global Events, I have identified some sectors where some development might happen and those are-

- CEMS Global has 0% of Television Commercials (TVC). Television is the strongest medium for the sake of communicating information. So, concentration on the use of T.V. Media is necessary for CEMS Global. Only the Television media partner is not sufficient to grab the concentration of the people. An informative TVC can help to capture the attention properly.
- The activities of the marketing team of CEMS Global should be organized. Sometimes they do their responsibilities in a very scattered way. There should be more members needed in the marketing department. They can recruit more marketing executive to get rid of this problem.
- Research and development is the guide force for any kind of organization. To survive the competitive world there is no alternative way except “Research and Development” to win the competition. There are so many event management companies in Bangladesh and competition among them is very high; so it would be very great scope and opportunities for CEMS Events to activate R&D to grab the market with innovative ideas.
- They need to work on communication among employees, because they work as they want and do not communicate with other team members properly. Sometimes the same team

gives different information about same event to the employees which create internal fight among team members.

5.2 Conclusion:

The industry of event management of Bangladesh is now being expanded. Event management industry is a rich and versatile promotional practice that spawns new applications and has the power to adapt to changing situations. It is true that attendees at a trade show are a select audience and are more valuable than a random group of consumers or business contacts. Event management is a glamorous and exciting profession which demands a lot of hard works and dynamism. As the name suggest it means conceptualizing, planning, organizing and finally execution. It offers enormous scope for ambitious young people. Event management is an area that is growing rapidly and is expected to have a better growth rate in the next decade. Nowadays people are depended to event management companies to arragnge every single event: it can be birthday, wedding, fair or any corporate conference or events. Mainly the corporate people take help from the event planners for the successful events and it is also hassle free and more connivance for them. Now event planners become more technology focused and every client wants some innovative ideas. Through using different event planning software new ideas are being added. Next few years total event planning can be possible through software also. All the companies need to plan according to this and have to adapt all the changes to sustain in the market.

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