

Report On
Marketing Strategies of E4Event

By

Tanvir Ahamed
19364051

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

Brac Business School
Brac University
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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.

Student's Full Name & Signature:

Tanvir Ahamed
19364051

Supervisor's Full Name & Signature:

Dr. Ekramul Islam
Assistant Professor, Brac Business School
Brac University

Letter of Transmittal

30th January 2023

Dr. Ekramul Islam
Assistant Professor
BRAC Business School
BRAC University

Subject: Submission of internship report on “Marketing Strategies of E4Event”.

Dear Sir,

With due respect, I would like to inform you that I have completed my internship report on “Marketing Strategies of E4event” under your supervision and valuable guidelines. I have made every attempt to make this report as comprehensible and helpful as possible. Since I am a novice in this field, I am asking you to take my flaws and errors in this report into consideration. I have attempted to introduce myself in accordance with my practical experiences by writing this report while also drawing on my academic knowledge.

I hope you found this internship report to be satisfactory.

Thank you,

Tanvir Ahamed

ID: 19364051
MBA Program
BRAC Business School
BRAC University

Acknowledgment

I would like to begin by expressing my gratitude to Almighty Allah for giving me the opportunity to complete this report. This Internship report is the product of the assistance and direction of many others. I am grateful to these individuals for their thoughts, assistance, and opinions regarding how to improve my report. I wish to take this opportunity to show my sincere appreciation to these individuals.

I would like to thank my Internship Supervisor, Dr. Ekramul Islam, and BRAC University for the guidelines and suggestions for writing this report. He has been patient with me throughout my internship and has provided me with all the necessary guidance.

I would like to express my sincere appreciation to everyone at E4Events for their support and assistance during my three-month internship.

I would like to thank my family for encouraging me to accept the internship opportunity. Without their unwavering support, this internship would be impossible.

Executive Summary

I have finished my internship with E4Event. I have joined the Marketing Department as an intern. In this report, I discuss my experience with E4Event, specifically Campaign management, research, development, etc. E4Event is one of the market leaders, and they handle their clients in a professional manner. In this report, I have also included a list of their successfully completed projects. Later, I discussed the E4Event campaigns I handled and managed under my supervisor's supervision. Then, I discussed marketing-related projects. The primary objective of the report is to demonstrate that marketing is currently thriving and proven. This report will provide a realistic assessment of the market.

This report will state clearly that clients and agencies must be more professional and that clients must comprehend the marketing opportunity and their business growth.

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1.1 Introduction

An entrepreneur's marketing strategy is one of the most important business tools. Every day, marketing concepts are evolving. Each day, new marketing tools are introduced to the market and business. A company's growth is largely dependent on its marketing efforts. Consequently, it is essential for business owners to have a solid marketing strategy. E4Events also places greater emphasis on marketing than on other organizational activities. The objective of my internship report is to identify all marketing strategies employed by E4Event.

Business consultancy firm E4Event offers a range of services and marketing plans. Communication has become essential to expanding global trade and the global economy in the age of information and communication technologies.

Thanks to developments in information and communication technologies, the world is turning into a small, interconnected community. In addition, as a result of globalization's profound effects on societies and their economies, life has grown more competitive, complex, and dependent on technology. The key to surviving in the economic world of the twenty-first century is to "stay competitive," as quality standards and standard products and services have demolished physical barriers. The company's goals and objectives, which are to continue serving clients with the utmost satisfaction and to work for the greater welfare of the people and the nation, have not changed, despite its interesting growth and business expansion. Now that the recent financial crisis and its repercussions have exposed yet another barrier and the negative aspects of globalization. As a result, E4Event works very hard to help businesses succeed in their respective industries.

1.2 Origin of the report

The world market is always changing. In addition, marketing tactics are changing. The marketing department must adjust to the effects of the workplace's rapid change as a component of the business. They must understand the effects of globalization, technological advancement, and worker diversity in order to do this. Shifting skill requirements, continuous improvement initiatives, contingent labor, decentralized work locations, and employee involvement have created a problem that needs to be solved. As a result, the marketing division is currently faced with a very difficult task: maintaining the distribution pattern of products, personnel, packaging, pricing, and other marketing activities.

The preparation of the internship report is mandatory to receive a Master of Business Administration. My internship course instructor at BRAC University, Dr. Ekramul Islam, gave me the option of selecting a topic for my report from a field of interest. I selected "Marketing Strategies of E4Event" as my topic since I was more interested in marketing.

1.3 Purpose of the report

From the perspective of the student, an internship program aids in career development by providing us with the opportunity to develop our interests and other skills and abilities. Some of the primary objectives of the internship program and the study are listed below.

To compare and contrast the real-world situation with the concepts learned in the MBA program at Brac University.

- To gain an understanding of how marketing strategies and activities work in practice.
- To introduce myself through the development of professional skills, the strengthening of my personal character, and the exploration of numerous career opportunities.

1.4 Objective of the report

The primary purpose of this study is to gain a deeper comprehension of the Marketing Strategies and Activities in the event management agency.

- To examine an overview of E4Events.
- To determine their marketing strategies.

1.5 Scope of the report

This internship report was conducted under the auspices of E4Events in Bangladesh, but the activities took place all over the world. The report is based on E4Event's marketing strategies. This study will determine how E4Event implements its marketing strategies in Bangladesh's Corporate Industries. Therefore, this report will be of great assistance to those who intend to conduct similar research in the Marketing, Sales & Promotion sector of corporate marketing services in Bangladesh. By utilizing this study and analysis, they can gather information regarding the services and products presented by E4Event in their sales and marketing activities, their performance in achieving their goals, as well as customer satisfaction and marketing sector growth.

1.6 Limitations of the report

Despite the fact that my internship afforded me a fantastic opportunity to apply my theoretical academic knowledge to real-world settings at E4Event, there were certain obstacles that should be regarded as limitations for the writing of this report.

- The organization's confidential affairs.
- Unwillingness on the part of the officials to divulge information.
- Restriction on divulging certain marketing strategy information.
- Relevant websites, documents, papers, and reports were insufficient.

1.7 Methodology of the study

I have incorporated both primary and secondary data into this report. However, the majority of data are collected from primary sources. I observed numerous E4Event activities. My practical experience with E4Event was an invaluable source of knowledge.

Primary data:

- Face-to-face conversations.
- Day to a day desk job.
- Oral, unstructured interview with the officers.

Secondary Data:

- E4Event website.
- office documents.

1.8 Event Management Definition and Background

Event Management: Planning, coordinating, and efficiently utilizing all event resources to achieve the event's unique goal and objective can be summed up as event management. Like any other management stream, event management entails determining the target audience, managing time, money, and other resources, coordinating technological elements, assessing the event, and following up with post-event procedures. Whatever the size or scope, they need to be effectively arranged, whether it's a modest birthday celebration with ten attendees or the Olympic games. Companies view event management as one of the best marketing tools from a strategic perspective. This enables them to establish direct or indirect contact with their intended clients. It is also a separate industry. There are hundreds of specialists employed in this field, and they receive generous salaries. They can give businesses an advantage over their competition thanks to their operational and organizational skills. Organizing an event is difficult no matter how carefully it is planned in advance with all the elements in their proper locations. Event organizers should not rule out a series of terrible events and should be prepared to adapt quickly and successfully to the event.

Background: Events have always had a big impact on the human race. There were activities and happenings in the middle ages on both modest and grand scales. From modest occasions like family reunions and marriages to enormous occasions like kings' coronation ceremonies, battle formations, gladiatorial contests, etc., they were all held in the distant past. An occasion was the pyramid's building. The sheer amount of effort, time, and patience required to complete them is indescribable.

The progress of humanity and historical events are regularly documented by historians in a variety of ways. It demonstrates that demand for events has always existed. Although they did not have access to the same level of technical tools as we do, humanity has always been organized.

2.1 About the company

A global event management and planning company, E4Event focuses on business, social, and cultural events as well as exhibitions, seminars, and conferences.

With a wealth of expertise and experience in both the domestic and international corporate worlds, E4Event is a committed, focused, and effective event management firm. We provide all-inclusive, client-tailored event management solutions, and we stand out for the way we produce high-end business events including private parties, award presentations, charity events, and exhibitions.

Our goal is to support the growth of companies by planning memorable events that add value over time. We do this by facilitating creative and memorable brand-consumer engagements. We are committed to providing our client with the finest possible service since they depend on us to develop unique, engaging experiences for their customers.

We have the perfect medley of qualified specialists. All aspects of event management fall under our domain of competence. We are the perfect partner for your event management needs because we can offer insightful local expertise, market-leading inventiveness, and results-driven work.

We support brands' domestic and international growth from our offices in Bangladesh and the United Kingdom.

2.2 Commitment

Corporate events, Brand Activation, Marketing Campaigns, grand openings, conferences, and private parties are just a few of the event types that E4Events specializes in. We promise to finish any event from beginning to end while constantly keeping in mind the objectives, vision, spending limit, and client requirements. We're dedicated to making sure every detail is taken care of so you don't have to.

At E4Event we believe a successful event is which is related to customer satisfaction.

2.3 Vision

We have a clear vision for ensuring the satisfaction and loyalty of our clients. As every event must be a perfect social, technical, and artistic match, we approach all of our projects collaboratively.

2.4 Mission

To be the preeminent Event Management Company in Bangladesh by exceeding our Clients' expectations through the use of innovative ideas and the provision of superior service.

2.5 Some of the works

Real Fest 2008 - Brady Centre, London.

Real Fest 2009 - York Hall, London.

Bangladesh Property Fair 2009 - Salle Hedenheim, Paris.

Euro Bangladesh Property Fair 2009 – Hotel Sheraton, ROME.

London Summer Fair 2011 - Water Lilly, London.

Euro Bangla Mega Fair 2012 - City Hotel, London.

Bangla Academy Book Fair 2012 - Brady Centre, Idea Store, London.

E-Commerce Expo 2013 – Millennium Hotel, London.

London Summer fair 2013 - Brady Centre, London.

Bangladesh EXPO 2013 - West ham United Conference Centre, London.

Global Business Network Show 2018 - Premier Meetings Heathrow, London.

2.6 Services

➤ Event Management:

Leading businesses in the industry collaborate with E4Event to provide beautifully performed and immensely captivating live events. We host a variety of events, including prestigious conferences, important conventions, sports sponsorship activations, C-level VIP meetings, exquisite receptions, and gala dinners.

To fulfill the particular needs of each customer for project delivery, we adapt our service packages. Each project is assigned a single point of contact by our knowledgeable account management staff. To efficiently plan events for all locations and carry them out in a variety of reliable ways, our international offices collaborate.

Our team is dedicated to providing top-notch service and accepting full accountability for it.

Event Management Services include:

- ✚ complete project administration
- ✚ Creating and managing budgets
- ✚ choosing a hotel and location
- ✚ Management and supplier sourcing
- ✚ Logistics for food and beverage management and transportation
- ✚ onsite personnel
- ✚ Administration and planning for online and in-person registration
- ✚ risk evaluation

➤ Creative Service:

In order to assist every component of the marketing mix for events, we offer a variety of creative creation services. Included are print, digital, video, and online platforms. From conception to completion, we provide comprehensive creative solutions. We use our industry knowledge, innovative thinking, and in-depth knowledge of our customers' brands to create the most powerful concepts and key messages for them.

In order to maximize the return on investment for our clients, our main creative goal is to ensure successful marketing that extends an event's lifespan in order to improve its reach and impact.

Our creative activities include:

- ✚ Identity, theme, and event set design
- ✚ graphics for both print and digital
- ✚ creation of native and web applications
- ✚ Website architecture and design
- ✚ electronic presentation templates for design and layout
- ✚ After events, applications and toolkits for promoting safe video archiving

➤ Corporate Advisory:

In order to enhance resource allocation, planning, and procurement for live events, the Corporate Advisory Service (CAS) team at E4Event works with customers. A special performance index created by CAS assesses the efficiency of corporate event management divisions and pinpoints areas for cost-saving initiatives.

Typical projects result in a 10% to 25% increase in profitability year over year through a combination of in-depth data analyses and hands-on change management leadership.

FP Scale of Performance: For corporate event management departments, a standardized efficiency indicator has been created using the distinctive performance dataset gathered by CAS. The combined data show a difference of 43% between the most and least efficient companies; as a result, the most efficient company needs a departmental budget that is 23% smaller than the average performing teams to complete the same schedule of events.

➤ Resourcing Solution:

We are the market leaders when it comes to offering managed event services to multinational organizations. Some of our most significant clients have contracted with E4Event to handle all or some of their event-related duties. Our staffing solutions give clients access to a professionally managed on-site event team. Our HR and management teams, located in our offices in Bangladesh and the United Kingdom, support these devoted teams.

In order to maximize the supply of event services for a number of our clients, Resourcing Solutions supports the reengineering of departmental structures and costs. Our expertise in this area has significantly increased both the financial performance of our clients and the efficiency of the event management department.

➤ **Branding Service:**

Branding seeks to leave customers with a strong, positive impression of a company, its products, or its services by utilizing elements such as a logo, design, mission statement, and a repeating theme throughout all marketing communications. By employing strong branding, businesses may stand out from the competition and develop a following of devoted customers.

- ✚ Promotion of a brand.
- ✚ Events for brand activation.
- ✚ Event CSR.
- ✚ Launching Activities.
- ✚ PR assistance
- ✚ Re-activating a brand.
- ✚ brand promotion.
- ✚ TVC (Research, Concept & Production).

➤ **Social Services:**

E4Event also provides social event services. They are mentioned below:

- ✚ Social gatherings.
- ✚ Re-unions.
- ✚ events for social media networking.
- ✚ Community Activities.
- ✚ social celebrations.
- ✚ Events for society's development.

3.1 Marketing Strategies:

Marketing Planning: The marketing of events is essential. To successfully stage an event, event managers must make sure they accomplish the event's intended goal. The goal won't be reached until enough people come in. To make it happen, event management needs to use a range of marketing techniques to entice as many visitors as they can. Public relations, advertising, marketing, PR stunts, and other techniques are among these.

A marketing strategy must first do market research on the event's target audience. Information on numerous marketing strategies that can be used to properly design an event should be uncovered by the study. Event managers should be aware of the type of market demand during the marketing planning phase. They should next choose the suitable target market categories in accordance with that. Another critical element that affects the success of the event is the promotional activities. The target audience should be reached to the greatest extent possible, and revenue should be maximized. The type and location of the event determine the promotional activities. It can be promoted using media such as television, radio, blogs, emails, social media, etc. If at all possible, include a catchy advertising message that gives a brief explanation of the event's main points. Making the event as convenient for the attendees as feasible is one of the key goals of the preparation process. It can be accomplished by letting people know enough about the event beforehand. By placing numerous ticketing businesses or even ticket booths next to residential areas, ticketing may be made simpler. One of the finest solutions is an online booking system. Both clients and organizers will find it to be quick, efficient, and incredibly handy. Post-event activities should also be considered in order to maintain contact with the audience. Utilizing feedback surveys is one of the best ways to evaluate how the event went and what changes can be made for the next event to satisfy more customers.

Target Audience: Any effective marketing strategy must comprehend and identify the target population. In event marketing, this is a little more specific because one needs first to describe the aim or objective of the event in order to determine the appropriate audience. Unless it is a full-fledged event organizer, the aims of the event must be closely tied to those of the organization.

Consider the following examples of typical event objectives:

- ✚ Increase ticket sales to increase revenue.
- ✚ Increasing brand, product, and service awareness.

- ✦ Increased sales during the event.

Timeline of event: Event marketing is time-sensitive; as the event's actual date approaches, marketing strategies and channels will alter. In light of this, the majority of event marketing tactics can be divided into four categories.

- ❖ Pre-Registration: The primary goal of this phase, which takes place before the event's registration and ticket sales begin, is to create hype.
- ❖ Launch and Registration: This stage, when we collaborate with the media and influencers to publicize the event to our target attendees, should significantly increase brand awareness.
- ❖ Daily Marketing: This stage lasts from the start of the event until registration is closed. The primary marketing initiatives will be carried out in this location.
- ❖ Closing: A crucial stage in the marketing of any event, where we employ a variety of tactics to increase registrations and ticket sales.

Here are the marketing steps we follow for a successful event.

- ✓ **Press Release:**

This one should go without saying. Publishing a qualified press release with the media can boost our potential to reach our target attendees. A well-written press release will be essential for finding sponsors and may draw influencers who will aid in marketing our event. This event marketing strategy is essential if the main objectives of the event are to increase brand recognition and foster connections with key individuals and organizations.

- ✓ **Early Birds:**

Due to the fact that it still has two very powerful benefits, offering early bird tickets at a discount is a highly common event marketing strategy. One strategy is to create a sense of urgency, such as "buy it now before it's gone," which is particularly successful at increasing conversions. The event's financial flow can also be helped by selling early bird tickets. Because people will talk about it, it's a tremendously efficient way to create buzz and expand your audience. Early bird registration's basic premise is that ticket prices rise as the event draws nearer. Depending on the event's timeframe and objectives, this

may result in the creation of various stages or phases. Early bird discounts are popular because they are simple to integrate with other event marketing methods. For instance, you might mention the time leading up to the early bird discount's expiration in a press release or email newsletter. Very adaptable and economical, a necessity!

✓ **Pre-event promotions:**

Although pre-event registration is crucial, all too frequently attendees pay more attention to the commencement of the event and ticket sales. We make a pre-event page (on Facebook or our own website) before the event, which effectively raises interest. The website can be used to collect leads that we can get in touch with once the event is officially launched. It can hold contests and freebies to get the word out about the event. The efficacy of the event website's SEO may be enhanced with a strong pre-event page. If we also intend to operate a long-term website or blog, this should be an important factor to consider.

✓ **Social Media:**

In the age of social media, it makes sense to promote our event on social media platforms where our target demographic is most likely to be located. This should go without saying again, but it is worth mentioning. In order to engage our target audience, create buzz about and momentum for the start of our event, and Social media marketing is useful throughout the entire event marketing process because it ultimately aims to create a community. A key element of social media event marketing is creating an event hashtag. While still being well-known enough for our target audience to recognize it, the hashtag needs to be different enough to stand out from the crowd.

✓ **Content:**

Establishing our thought leadership through self-hosted blogs as well as guest blogging on websites and blogs in our area can be a terrific strategy to increase registration. The key idea here is to focus on providing value to our target audience and building credibility rather than just using our content to advertise our event. In order to encourage more people to read this information, we also use SEO tactics to promote it.

✓ Video Content:

People view more video content than audio or text these days. According to a recent survey, 80% of people watch videos, thus sharing behind-the-scenes videos with our attendees as part of our event marketing plan is crucial for helping them develop trust in us.

✓ Paid Channels:

It should go without saying that we cannot constantly rely on free and organic marketing strategies if we want to enhance our reach and conversion. We invest a little amount of money in paid advertising techniques like influencer marketing, sponsored posts, retargeting ads, social media ads, and Google Ads. Before making a purchase, it's important to understand how these premium channels compare to free alternatives: Organic channels are affordable, if not completely free. It may take some time before you see the desired effects, though. On the other side, if you have the money, paid channels can promise quick results, but if you're not careful, they can get rather dear.

Finding the ideal compromise between the two is essential to the success of our entire event marketing plan.

✓ Email Marketing:

Email is still a very effective marketing tool, particularly for promoting events. To contact prospective participants who have indicated an interest in attending on the pre-event webpage, we use email blasts. In order to promote early bird stages and enhance traffic to our content, we can also send out frequent emails.

✓ Content Calendar:

We create a content calendar that includes blog entries, videos, and other content for social media. For that, we may set up email campaigns and schedule promotional emails to go out at various periods leading up to our event.

✓ **Implementation:**

It's time to gather all the available resources and get ready for the event day once the marketing planning process is complete and thoroughly reviewed for any gaps. The event manager's responsibility as the day approaches is to ensure that everything is in order, that all deadlines are reached, and that all staff members are inspired to carry out the event. Each member of the staff will receive responsibilities for the event day at the same time, either individually or in groups based on the demands of the assignment. To remove any doubts, the event's theme is decided upon in advance. The event's size and scope will determine this. Other supplemental activities are selected to fit the theme in accordance with the theme. For instance, a cultural theme can include a historic religious site, performers of local music, traditional fare, and less sophisticated technology.

✓ **Evaluation:**

The final step in the management process is evaluation. It is a procedure for methodically examining client feedback that was developed from promotional efforts. Event objectives were established at the beginning of the management process, and this is the ideal time for the event planners to assess if they were met. Different perspectives on how one experienced the event are certain to exist. Even though the target market is fairly small and every person has comparable traits, their emotions could not always be the same. Therefore, the feedback session offers a forum for customers to voice their opinions, and from the perspective of the event organizers, it generates fresh ideas that they can apply to improve customer satisfaction at future events.

3.2 SWOT Analysis

Strength:

- ✦ A well-known multinational advertising agency.
- ✦ Good reputation.
- ✦ Global Clients.
- ✦ renowned local customers.
- ✦ Excellent Infrastructure and atmosphere.
- ✦ Excellent rapport with existing clients.

Weaknesses:

- ✦ Financial capacity is inadequate.
- ✦ Lack of a media planning division.
- ✦ Lack of creative and experienced personnel.
- ✦ A handful of employee motivation programs.

Opportunities:

- ✦ Many local businesses are expanding internationally.
- ✦ Promotional activities in the communication industry are on the rise.
- ✦ Customers become increasingly concerned with the brand establishment.
- ✦ Customers are becoming more concerned with brand development.

Threats:

- ✦ The number of local agencies is growing.
- ✦ Entry of new and regional firms into this industry.
- ✦ Clients handle their own media relations.

3.3 Marketing Mix

➤ Product:

For an event as a product, the business must modify it for the intended market. Examining each auxiliary activity that might occur before, during, or after the event is necessary to achieve this. Examples include pre-event media days, freebies or contests on our website or social media pages, the registration procedure on the day of the event, refreshments, gift bags, T-shirt giveaways, spectator activities, and post-event celebrations, awards, and recognition. Projects that are similar to or opposed to ours should be examined to see how they connect to what we do. If there is a price, we will poll and hold focus groups to determine what would make people want to go and how much they are willing to pay. Every product starts with a thought. Any idea has a chance of coming true, no matter how ridiculous or insignificant it may be. Such ideas merely need to be gradually refined to make them more useful. We need to rule out some of the alternatives and keep the various conflicting points of view separate in order to make it plausible. Some points we focus on during our product planning:

- ✓ About the theme of the event.
- ✓ The size of the event.
- ✓ The activities.
- ✓ Who will be the participants?
- ✓ What is the range of the participants?
- ✓ The goal or objectives.

➤ Price:

Make a budget that lists all of your expenses if you plan to make a profit or cover your costs by charging a fee for your event. Include the price of planning and advertising the event, renting the venue and any necessary furnishings, hiring staff, purchasing insurance, paying licensing, permit, and other fees, setting up the event, cleaning up after it, handing out gifts, paying for the PA system, and any other costs. Make it possible for sponsors to support events financially. To determine the pricing, deduct our anticipated sponsorship income, charitable contributions, and expected profit from our expenses. Establish sponsorship fees that aid in defraying our expenses if we are using the event as a promotional activity without collecting payment. A few of these should be set up to draw sponsors, who will then draw more

people to the event. Giving sponsorships to businesses that offer participants free products or send a famous person to an event is one approach to achieve this. As we move forward, our product is now prepared. But it's time to give the event's finances some serious thought right now. This is essential because choices about price may have an impact on what comes next.

Here are the key points we discuss during the price selection:

- ✓ What will be the budget?
- ✓ What will be our payment or costing points and which part will be in the pre or post payments system?
- ✓ Discuss the profit or break even.
- ✓ We think like a participant that is my purchase worth it with the price.

Pricing Strategies:

- Cost-based pricing
- Value-based pricing
- Bundling pricing
- Competitive pricing
- Premium pricing

➤ Promotion:

We choose print periodicals, broadcast stations, and websites for advertising in order to specifically target visitors depending on what they read, watch, listen to, and visit. This uses the entire demographic profile of our target audience. To make the most of an event, develop public relations and social media efforts that begin months in advance and continue after it. In the same way that we advertise the event at our own businesses, we want our vendors and suppliers to do the same. If we have sponsors, we will ask them to advertise our event on their websites and social media accounts. We focus on how to yell about the event and speak up in order to spread the word about it. It means to make as much noise as possible rather than to literally shout. Things we consider:

- ✓ Important components that ought to be emphasized during the promotion.
- ✓ Media that our target group uses most.
- ✓ Focusing on word-of-mouth marketing for better publicity.
- ✓ Selection of the social media platform for promotional reach.
- ✓ Is our ticket will be online or offline?
- ✓ Media choices that suit the event.

➤ Place:

Whether or not we optimize attendance depends on where we host our event and the pre-and post-event activities. We must consider at least three factors in order to select the finest places. Start by looking at areas that are best suited for our cocktail parties, media days, news conferences, and the event in terms of on-site logistics. Next, assess the ease with which our target audience will be able to go to each place, considering journey time, traffic congestion, and parking. We may finish the site selection process by choosing on the locations that are best for logistics, are simple to get to, and best match our budget. One of the important considerations is the place for the event. If the space or other venue was not reserved in time, this might frequently result in the cancellation of an event.

Things to be considered while booking or selecting a place.

- ✓ Is it convenient to attend the event?
- ✓ Public transportation availability.
- ✓ Enough lighting arrangement.
- ✓ Available parking.
- ✓ Capacity of the place.

4.1 Activity:

I was granted the opportunity to work as an intern for E4Event for three months. I have come across a range of duties that the marketing division performs. I became accustomed to a variety of tasks, some of which were routine and others of which were sporadic. The activities included are given below:

- ✓ Find Potential Customers.
- ✓ Interaction with clients and business partners.
- ✓ Paper or another document submission.
- ✓ Locating fresh marketing strategies.
- ✓ Reporting to supervisor.

4.2 Contribution to the department:

The most common organizational structure in business is a marketing department, which is in charge of the company's revenue and expansion. As an intern, I took part in the activities of the marketing and business development department and I contributed:

- ✓ I used my abilities appropriately.
- ✓ I tried to gather and keep current information from all departments through good communication.
- ✓ Attempts were made to maintain contact with everyone and to improve communication skills.
- ✓ I tried to establish positive relationships with E4Event's clients and partners. I also tried to look on the bright side of things.

4.3 Skill earned:

I discovered a lot of new information and developed some specialized skills during my internship. The new skills I developed throughout my internship include the ones listed below:

- ✓ Strong and efficient listening and communication skills
- ✓ Organizing Techniques
- ✓ Project Time Management
- ✓ group projects, etc.

4.4 Recommendation:

- ✓ Training for marketing departments including creative service, branding, and customer service.
- ✓ New compensation to motivate employees.
- ✓ Hire agents or 3rd party workforce for emergencies.
- ✓ Reducing advertisement costs.
- ✓ The employees' level of flexibility is excessive.

4.5 Conclusion:

One of the key elements in event management that will determine an event's success is marketing. Event management includes the planning and execution phases, and marketing is crucial to attracting the correct target audience. Event management employs a variety of marketing strategies. Internet marketing (through social media and email) is currently the simplest and most efficient method. Similar to this, event organizers promote their events using resources including leaflets, pamphlets, questionnaires, radio and television commercials, as well as networking.

5.1 References:

1. Company Website.
2. Previous work records.
3. Current projects.