



B.V. Patel Institute of Management, Uka Tarsadia University



Date: 12th March 2021

Session on “Event Marketing and Promotion”

A session about “Event Marketing and Promotion” was organized for the event management students of TY BBA by the B. V. Patel Institute of Management on 12th March 2021. The resource person of the session was **Mr. Ornob Moitra**, owner of “COLOURS EVENTS & ACTIVATIONS” a Surat based Event Management Company, who had conducted an interactive session at humanities department from 12:30 pm to 2:00 pm.

Students were provided an opportunity to be a part of this session and were encouraged for participative communication during the session. The session was well structured and effectively presented. It involved presentation of aspects in consideration to the various events. The speaker had shared some practical experiences as well as real life examples of how to conduct different marketing and promotion strategies for success of an event and through this the speaker encouraged the understanding of the students.



In the session, the students were taught and explained about the various thumb rules for conducting every event like:

- Event is an experience and the event management team has to sell that experience to its clients.
- Experience matters the most and one can operate a business efficiently and effectively through experience.
- Identify the need of your target audience and work upon it.
- Always have an USP of your own to stand out in the market.
- One has to be street smart to run an event management company.

To conclude, the session helped the students to know & understand the practical aspect of marketing or promotion of an event & it was a great learning, fun and interactive session.

Followings are the learning's from the session suggested by students:

- How to make event based experience for the clients in today's competitive era.
- How to do event marketing
- How to sell your experience in the market.
- How to deal with customer.
- How to confess customer.
- We got practice knowledge about the event marketing and event is an experience.
- Event is an experience and the event management team has to sell that experience to its clients.
- Experience matters the most and one can operate a business efficiently and effectively through experience.
- Identify the need of your target audience and work upon it.
- Always have an USP of your own to stand out in the market.
- One has to be street smart to run an event management company.