



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



**Date: 13/09/2023**

**Session on Challenges in Marketing Pitch, Innovation in Production in Event Industry**

**Session Objective:** The main purpose of this session is to gain a deeper understanding of Challenges in Marketing Pitch, Innovation in Production in Event Industry.

**Session Outcomes:** By session end, students will have a firm grasp on the various challenges and innovation in production in event industry.

Date	13-09-2023
Time	1:30 to 3:00
Venue:	Room No. 20
Class:	Event Management Students
No. of Students	30
Speaker:	Mr. Shehzan Shaikh
Coordinator:	Mr. Zaki Shekh and Dr. Vijay Gondaliya
Category	Event Management

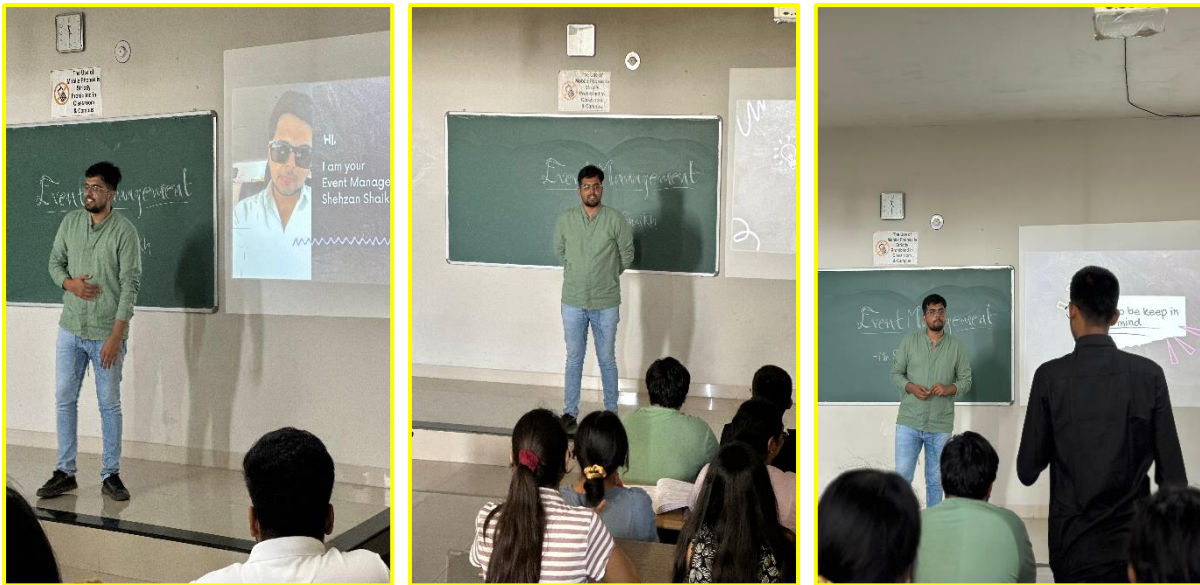
Sessions on Challenges in Marketing Pitch, Innovation in Production in Event Industry have been arranged for students of Event Management. He has discussed various important aspects of Event Management Industry.

The event industry is a dynamic and rapidly evolving field, with marketing pitch and production innovation playing crucial roles in its success. This session aimed to explore the challenges faced in marketing pitch and production innovation, and discuss potential solutions and strategies to overcome them.

**Challenges in Marketing Pitch:**

- Standing out in a crowded market
- Crafting a compelling and unique value proposition
- Effectively communicating the event's vision and objectives

- Engaging and retaining audience attention
- Measuring and evaluating marketing efforts



### Innovation in Production:

- Staying up-to-date with technological advancements
- Integrating new technologies into existing infrastructure
- Balancing creativity with technical limitations
- Managing logistics and timelines
- Ensuring sustainability and environmental responsibility



### Discussion and Solutions:

- Leverage social media and digital platforms for targeted marketing
- Collaborate with influencers and industry thought leaders

- Prioritize sustainability and environmental considerations in production planning
- Exploring new technologies and materials
- Partnering with innovative suppliers and vendors

The session highlighted the challenges faced in marketing pitch and production innovation in the event industry. By leveraging technology, and prioritizing sustainability, event professionals can overcome these challenges and deliver successful and innovative events.