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## ИЗВЕСТИЯ

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК  
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## NEWS

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OF THE REPUBLIC OF KAZAKHSTAN  
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## **THE ROLE OF EVENT-MARKETING IN MANAGEMENT**

**Abstract.** This article is devoted to the study of the term EVENT-marketing and marketing communications, identifies the problems of EVENT-marketing and its effective use in company management. Today, EVENT-marketing is an innovative, new form of promoting information, and is also closely associated with sponsorship. In the world, EVENT marketing has its rapid development, unlike Kazakhstan, where this type of marketing is simply trying to find its place. Owners and directors of companies should understand that these tools can serve as unique and unique information about the company's visibility or ability to differ from competing companies operating in the same industry. Its timeless originality lies in the fact that it affects a potential client primarily through emotions, the task of which is to provoke psychological stimuli.

**Keywords:** Event-management, marketing management, marketing mix, relationship marketing, strategic marketing.

Event marketing in today's modern information technology-rich world is a very current trend that determines the work ethic of a company so that the employee feels safe and affectionate and the employer is fair, loyal to his subordinates and appreciates their work. Event marketing is a current direction that includes some new and powerful marketing tools and is currently being used by many businesses and businesses. This method aims to provoke psychological stimuli, emotional experiences, memories, product brand support or company image. The factor in the realization of experiential events is the inner individual feeling that each participant takes away from the event and an experience that should be unforgettable for him.

The first part defines the term marketing. Although this term is generally known in society, only one can properly apply it. Marketing communication and its division will be loosely linked to the topic. The thesis analyzes marketing as a whole, deals with its goals and, above all, how to use it properly and to make it profitable for the company, and, of course, brought higher yields.

Event marketing is one of the new trends and carries the message of uniqueness that we will focus on in this work. Furthermore, it is a tool, an innovative form through which companies can stay on top. Marketing of events is one of the strong marketing tools currently used by various domestic and global companies, not only to build a good working environment but also to build a long-term business, work but also non-working relationships.

In our analytical part, we deal with the analysis and detailed description of the current state of the event marketing in the chosen business company. With the help of proprietary solutions designed by facts, the concept of a Christmas party was created for the top management of the company mentioned above.

We present, analyze and present an event marketing study of the company based on the creation of a traditional but unique cultural and social event.

The main aim of this work is to define the key concepts that are nowadays becoming an integral part of the professional language of the professional public, such as marketing, marketing communication, event marketing or emotions in marketing. The culmination of this work is to design and elaborate an activity for a particular company. The proposed Christmas party should be a future step towards

realization, for example, by other companies that would like to use this concept to cement the team and realize the corporate identity of each employee.

Event marketing is one of the marketing segments that include mediated experiences for internal or external purposes within corporate communications. These experiences according to Jana Příkladová (2010) have the task of evoking emotional and psychological stimuli that will support the company's image. The power of event marketing lies above all in unrepeatability and uniqueness. Its central idea is based on the assumption that people will remember most of what they experience. Now that traditional advertising is losing its effectiveness; they use event marketing as a way to remember the brand.

Frey (2011) states that event marketing is not a new concept in marketing communications. In some parts of the world, this industry even has its professional associations. It is an area that is continually undergoing dynamic development. Since new trends in the field of marketing communication are still being invented, and technology is becoming more advanced, changes are also being made in this area.

As Miroslav Karlíček (2016) states in his publication *Marketing Communication*, the most essential function of event marketing is to increase the brand's popularity or to strengthen the emotional component of the target group's attitude to a particular brand. The event is also an excellent tool to increase the loyalty of existing clients to the brand because it provides a convenient opportunity for a personal, informal meeting.

We consider Event Marketing as a tool that can successfully communicate the message of the brand and can achieve the maximum emotional connection of the end client to the given product or service. The primary goal of this communication is to link the specific and unrepeatable brand experience. Differentiation in the market is essential. In overall communication, event marketing involves not only "action" itself, but also precise planning, organizing, finalizing and controlling all measures that Tomek (2011):

1. they take place in clearly defined time and space;
2. are organized by a company;
3. they represent a unique experience for the client;
4. enable them to reach a clearly defined target group through the chosen communication goals.

According to Vivien Lattenberg (2010), events in the Czech Republic are becoming more and more common in corporate life, but there is still a noticeable difference in comparison with foreign countries. Multinational organizations have clearly defined types of activities and their mandatory amounts during the year as part of their corporate identity. The advantage is that thanks to annual standards, they provide the most similar conditions for employees of all their branches around the world.

In the Czech Republic, the company has a free field of activity. "Already at the beginning of the 20th century, there were factories that had a sophisticated system with activities designed not only for business partners but also for their employees."

Every company in the event should realize that it does not hold the event because people are counting on it, or that part of the budget is just left. The benefit for the company is not to make a gala dinner in luxury rooms for their clients and to find out that they have nothing to say or have a new product to show. This is an unnecessary investment of money that will be irrecoverable. It is always important to design an action in the marketing department to match the concept of marketing communication and to set a clear goal for action.

As stated in his book *Event Marketing: How to Use Emotions in Marketing Communication* Šindler (2003) "Apart from social development, the situation in the business environment is also influencing the position of event marketing in the marketing mix of companies. From legislation to market-specific conditions in a particular sector to the development of relationships between manufacturers and consumers and purchasing behavior of a particular consumer. In the area of communication, the future and the effectiveness of the classic communication tools against BTL tools are being discussed, taking an increasing share of the overall communication budgets."

Jana Příkladová (2010) states that they are still looking for new ways to involve mobile phones, mp3 players or mobile phones in event marketing. This could make the event more attractive and accessible.

As already mentioned, the most critical point in creating an event is to clearly define what the action is to serve and what its contribution is to be. Companies often forget about it, and the event is not well designed. The appropriate type of event is then selected according to the chosen target.

The distribution of event types is, according to Frey (2011), a great deal. The most basic breakdown of events is for events: sports, entertainment, cultural, educational, business, personal, political, social or recession.

Another division can be found in the book by Lattenberg (2010), and that is in terms of time. Depending on the length, we divide the actions into hourly, one-day or several-day events. From the day, we can divide the events into morning, afternoon and evening and night.

We also have different clothing requirements. Accordingly, the events are divided into formal and informal. When a company has already chosen an action goal and defined the main criteria, a specific type of action is selected. The basic types are meeting, social evening, children's day, prestigious gala or conference.

We further divide the event by Shindler (2003) into public or corporate. Public events, as the title implies, are intended for the general public, the media, and the company's customers. As an example, we can mention the world confectionery trade fair, if the company deals with chocolate production. Corporate events are events designed for employees or suppliers. As an example, we can arrange dinner arrangements to open a new branch of the company. However, it can also be an internal event for employees, where sports days are often chosen. Whether you want to play football or bowling with the CEO, this is a great opportunity to get your team to learn to cooperate better (in the case of team games) and get to know each other better. The big disadvantage today is the huge spaces of the offices, so-called open space, where there is no chance for colleagues to get to know each other better.

Another division in this book is on cultural, entertaining or already mentioned sports. We mention more about indoor or outdoor events. It always depends on a particular action.

The big disadvantage that neither the organizer nor anybody else can influence is the fact that when the weather is bad, the whole event can go wrong.

A good organizer or organizing agency always has a so-called dry variation in reserve, so it is possible to move the action inside. Of course, there are also work-oriented and new-information events. For example, corporate training, where employees learn about industry news and have the opportunity to ask questions about professionals, often even developers or technicians. It is much better to remember the new information from the pleasant training, which is usually supplemented with breakfast, lunch or dinner, and where there is a possibility of dialogue rather than a compulsory study of a novelty manual for a new product after work.

Fun events can be music concerts for employees, but also customers. They are suitable for the long-term positive image of the company.

Lattenberg (2010) presents another type of event breakdown, at festive, prestigious and working.

Working events include meetings, training, meetings, seminars, conferences, teambuilding. "Meeting is a short-term operational event as a less formal meeting or seminar in other than usual spaces."

We consider festive events: social evenings or benefit evenings or gala dinners. These events always take place in luxurious spaces that match a particular type of event. „The social evening is a festive meeting with music and banquet organized mostly for business partners of the company.

The prestigious events include foundation evenings, prestigious gala or awarding awards. “The prestigious gala is a ceremonial meeting for non-business occasions, generally attended by media representatives. The prestigious gala is not associated with the company. It is a sophisticated form of marketing that does not try to impose people on a particular product but seeks to impress their inner emotions, such as the desire for recognition, prestige, and their image.”

As there are many kinds of such events, it is necessary to have a chosen corporate strategy and, above all, set marketing goals. Based on this, the marketing department selects a specific event. It is necessary to have a defined target group and also what we expect from the event.

The event organizer is responsible for everything in the event. Some companies choose to establish cooperation with an event organizing agency, and this responsibility is assumed by someone else, and other companies will pass on the task to their marketing department. If we arrange the event ourselves, it is necessary to take into account that we are also responsible for suppliers or co-workers. It is, therefore, necessary to give everyone well-processed documents so that everyone is aware of their task for the particular event. As an important part, I think that we will make a meeting with our co-workers before the

event and we will once again define the specific task of each of them. Because when this point is dropped, it is possible that there will be communication noise, and someone may misunderstand their task.

It is a difficult task to choose high-quality collaborators who do not shame our action, and on the contrary, make them unique. Every promoter must realize that he is in the role of a "commander" who directs the project.

It is always necessary to go through and organize all the main points of the event. Moreover, from technology, the reliability of suppliers, space and also collaborators. If there is a ban on smoking inside and we are inviting important guests who are smokers, it is advisable to provide a smoking area for them.

Furthermore, based on the budget, we have to choose the type of catering, if it is a conference, to specify the breaks, if it is an evening event, it is important to choose the appropriate program to entertain the guests. If we organize an event outside the city, it is necessary to arrange transport and accommodation. When choosing a hotel or guesthouse, we always have to think about whom we invite and what demands our client may have. Because negative information and feelings of action are spreading by the public at a breakneck pace, the positive ones are far slower.

If we are organizing a gala event, it is important to keep in mind that we always make sure to choose a community at one table when setting up a seating arrangement or settling a round table.

As Lattenberg (2010) points out, "One of the items related to guests and staff is the arrangement of the rooms. The distribution of tables depends on the ongoing program and the way of serving refreshments. When you lay out the whole room, you take into account whether there will be some special part of the evening in one part of the room, such as a presentation of a meal or a screening. Then you have to agree with the staff when to move between the tables and when to download and wait for the end of the program. "

It is always necessary to have everything checked in advance. It is very important to check the functionality of electronic devices. Sometimes it happened that during the big presentation the preliminary exam was forgotten (why shouldn't the data projector work today?), Unfortunately, it happened and at the moment not only the whole event loses prestige but also the audience loses the required attention.

The organizer must make mandatory staff breaks if the event lasts more than four hours. It is necessary to provide a relaxation room where you can refresh yourself and relax. It is advisable to arrange break times concerning the program and its parts. It is necessary to take care of breaks because if the staff looks more than bored, it has a detrimental effect on invited important guests.

If there is a car park in the event, it is necessary to have the car park serviced on-site at least 30 minutes in advance for reasons that a guest arrived earlier. As an unwritten rule, all employees who participate in the event are also entitled to eat.

Every customer is distinguished by his appearance, which is easily recognizable at first glance, but it is important to realize that each of us differs in his inner attitudes. These are presented in individual desires and needs. Therefore, it is effective and timeless to realize a high-quality event that will become a unique, wonderful and, above all, an unforgettable experience for all invited employees, business friends, and guests.

This form of marketing works mainly with the emotions of customers, thanks to which it is possible to deeper present new products or services. Experience marketing is part of the internal communication within the company and serves to collectivize the work team, as well as to gain long-term experience that associates individual workers in the working environment and at the same time acts as a novel, innovative tool. It is considered to be a great asset that internal event events can show company management or personnel department managers how they behave, in new atypical situations, and enable them to continue working on working culture and corporate identity.

We believe that the proposed and defined a cultural and social event of the company will lead to more effective working relationships and will contribute to the further development and development of this business company. The real benefit to practice is that company is considering adopting the draft Christmas party concept and implementing. There are also possibilities that another company could implement this concept.

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### БАСҚАРУДАҒЫ EVENT-МАРКЕТИНГТІҢ РӨЛІ

**Аннотация.** Бұл мақала EVENT-маркетинг және маркетингтік коммуникация терминін зерттеуге арналған, EVENT-маркетинг және оны компанияны басқаруда тиімді пайдалану мәселелері анықталды. Бүгінгі таңда EVENT-маркетинг-ақпаратты жылжытудың инновациялық, жаңа түрі, сондай-ақ демеушілікпен тығыз байланысты. Әлемде, EVENT-маркетинг өзінің қарқынды дамуы бар, маркетингтің бұл түрі жай ғана өз орнын табуға тырысады Қазақстанға қарағанда. Компаниялардың иелері мен директорлары бұл құралдардың компанияның көрінуі немесе сол салада жұмыс істейтін бәсекелес компаниялардан ерекшелену қабілеті туралы бірегей және бірегей ақпарат бола алатынын түсінуі тиіс. Оның уақытқа бағынбайтын ерекшелігі-ол ең алдымен эмоциялар арқылы әлеуетті клиентке әсер етеді, олардың міндеті - психологиялық ынталандыруларды тудыру.

**Түйін сөздер:** Болон үдерісі, жоғары білім беру жүйесі, академиялық ұтқырлық, инновациялық технологиялар, білім берудің бәсекеге қабілеттілігі.

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### РОЛЬ EVENT-МАРКЕТИНГА В УПРАВЛЕНИИ

**Аннотация.** Данная статья посвящена изучению термина EVENT-маркетинг и маркетинговые коммуникации, определены проблемы EVENT-маркетинг и его эффективного использования в управлении компанией. Сегодня EVENT- маркетинг это инновационная, новая форма продвижения информации, а также тесно связана со спонсорством. В мире, EVENT-маркетинг имеет свое бурное развитие, в отличие от Казахстана, где этот тип маркетинга просто пытается найти свое место. Владельцы и директора компаний должны понимать, что эти инструменты могут служить уникальной и уникальной информацией о видимости компании или способности отличаться от конкурирующих компаний, работающих в той же отрасли. Его неподвластная времени оригинальность заключается в том, что он воздействует на потенциального клиента прежде всего посредством эмоций, задача которых - вызывать психологические стимулы.

**Ключевые слова:** EVENT-маркетинг, маркетинг менеджменті, маркетинг кешені, маркетингтік қатынастар, стратегиялық маркетинг.

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