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The importance of event marketing on the example of higher education institutions in Georgia

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Abstract

The event marketing approach today is an independent industry. Many leading companies use this type of marketing. But the event marketing approach to education is a comparative innovation. Authors monitored universities for marketing approaches to capture the target market. Authors received information about the workload of universities and their status from official websites. The information about the marketing activities in the universities we collected on the basis of oral interviews with the administration and students and filling in questionnaires. In modern Georgia, the Education sector in Georgia is one of the well-developed structures, which is logically intertwined with the business sector. There are 86 Universities in the territory of Georgia some of them are LEPL, and the other parts are LTD and NNLE. It turned out that all metropolitan universities, especially the universities of the LTD and NNLE formation, resort to active marketing activities. Regional universities spend less money and time on these events. This is reflected in the prestige of the universities. It must be said that those universities in Georgia, where the event marketing plan is part of the organization's annual development work plan, can make great strides in terms of involving applicants, as well as in attracting students through mobility from other universities in the country.

KEYWORDS: event marketing; education system; students

Introduction

In the modern world, especially before the pandemic, and now, when we are waiting for the end of pandemic restrictions, event marketing is especially significant and necessary. Event marketing promotes brand products, ideas, services by associating a company with an event.

This is a systematic organization of events that emotionally affects the target group of consumers [1].

A marketing event has a specific purpose and is held by a company to draw attention to itself and its products. For example, a sale, an exhibition, competitions with prizes.

The event marketing approach today is an independent industry. Many leading companies use this type of marketing. But the event marketing approach to education is a comparative innovation. Among the varieties of event marketing are:

Trade events – events and activities for dealers, partners, and customers. These include various summits, conferences, rallies, seminars, presentations. The decisive factor here is the type of activity and the product (service).

Special events – this type of event marketing approach includes all third-party events – promotional tours, festivals, and other entertainment events. Moreover, not necessarily organized by the company itself. This type of event marketing increases the reach of the target group, has a positive effect on customer loyalty and, in combination, enables an increase in sales figures.

Corporate event – a corporate event is a strictly regulated and planned event, held at a predetermined place and time with the participation of company employees. Timed to coincide with significant events and dates to improve the image and status of the company. For example, anniversaries, advertising presentations, PR campaigns [2]. The prerequisites include, first of all, the participation of all employees of the company. Such events are also called intra-industry events – B2B parties.

Events require a script, direction, storyboards, staging. Immersive participation is a trend of the last decades. In the process of action, the participants of the event are involved as heroes or accomplices, thereby brand ideas become emotionally closer and more desirable [3]. It's a brand festival.

Event marketing strategies leave a lasting, brand-focused impression of enjoyment by capturing the attention of a group of people coming together.

The purpose of our original work was to evaluate the impact of event marketing, brand promotion, services on the example of the ranking of universities (as companies, brands) of Georgia among applicants (as target groups).

Materials and Methods

We have monitored universities for marketing approaches to capture the target market.

We received information about the workload of universities and their status from their websites. The information about the marketing activities in the universities we collected on the basis of oral interviews with the administration and students and filling in questionnaires.

Results

Every year, about 40,000 schoolchildren in Georgia receive complete secondary education; 80% of them, as well as school graduates from previous years, in total amount to more than an average of 43,000 applicants over 7 years.

Today, the Education sector in Georgia is one of the well-developed structures, which is logically intertwined with the business sector. There are 86 Universities in the territory of Georgia (<https://www.mes.gov.ge/content.php?id=1855&lang=eng>) some of them are LEPL, and the other parts are LTD and NNLE. It turned out that all metropolitan universities, especially the universities of the LTD and NNLE formation, resort to active marketing activities. Regional universities spend less money and time on these events.

Discussion

A successful event marketing campaign offers visitors information about the education and special features of the university as well as information about discounts, a charity event that gives potential applicants and their families the feeling that they are benefiting and not just participating in a campaign or watching a commercial.

It turned out that the implementation of effective marketing event promotions is the correct definition of the target audience. The interaction between the current audience (existing students) and potential applicants is very effective. A brand can create favorable impressions and lasting relationships.

The best, most creative events generate interactions that not only positively influence the memory of the brand (university) but also cause admiration and remain in memory long after these events are over.

Event marketing is unique because every event has to be different. Each event requires the development of marketing tactics for each event as part of the overall brand marketing plan and how they fit into the identity of the event. By carefully planning and designing creative solutions to make each event a unique opportunity to impress, the brand can tailor its activities to best impact each audience [4].

The best results were achieved by the team's specialists, who considered various aspects when developing an event marketing plan. In conclusion, it can be said that for success it is necessary to consider the individuality of what the advertised brand (university) needs to convey to consumers (students).

Second, the company (university) must consider its target audience.

Third, the company (university) needs to know exactly what impression it wants to make on its audience (applicants).

Creativity is essential for generating successful marketing events, especially when it comes to highly intelligent target groups (applicants). But creating and implementing creative solutions in events is a huge commercial risk. These types of promotions are paid in a post-paid format. Companies take risks and invite a wide range of talent to participate [4,5].

Now, more than ever, brands (universities) need buyers (applicants) to connect emotionally and believe in the stories they are told.

Naturally, event marketing is one of the most complex components of marketing. It must be said that those universities in Georgia, where the event marketing plan is part of the organization's annual development work plan, can make great strides in terms of involving applicants, as well as in attracting students through mobility from other universities in the country. In conclusion, we can say that research in this direction is very relevant and timely. It is necessary to continue such research in the direction of other marketing approaches in the field of education.



Conclusion

The marketing business is a booming business, event marketing is a necessary marketing innovation. All communication modern marketing tools are interconnected with artificial intelligence, with interactive video, with electronic installations, with the theory of personification. All this is very important, especially when we are talking about a highly intelligent target audience. The article demonstrates the role and effectiveness of the use of new technologies using the examples of Georgian Universities. In today's world, especially after pandemic restrictions, real events and face-to-face meetings will be even more popular than ever before. The direct interaction of brands and people, which is event marketing, turns out to be the most important marketing channel.

Acknowledgments

Society of Rheology, 405133029; Popularization of Rheology science program (PRSP) References.

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