

## Event Marketing Approaches to Optimize Customers' Experience แนวทางการจัดงานอีเวนต์ทางการตลาดเพื่อสร้างประสบการณ์ผู้บริโภค

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### Abstract

Event marketing today extends beyond merely creating awareness for products or services; it is a crucial approach for driving customer engagement and cultivating positive brand perception. In this dynamic landscape, event planners face the challenge of crafting experiences that effectively align with organizational goals, fulfill customer expectations, and reflect the latest marketing trends. To address these challenges and optimize the customer experience, this article provides a comprehensive framework for developing event marketing strategies covering eight essential aspects from pre- to post-event execution, including: research and situation analysis, stakeholder evaluation, goal-oriented strategies, and event design aimed at elevating customer engagement. Furthermore, the incorporation of storytelling techniques, leveraging technology and innovation, strategic utilization of social media, and event evaluation are explored as key components for creating impactful marketing events. The article concludes with constructive recommendations, emphasizing the importance of social and

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environmental responsibility, along with considerations for the health and well-being of customers. By implementing these strategies, event planners can not only meet current demands but also position themselves to thrive in the future of experiential marketing.

**Keywords:** *Event, Event Marketing, Customer's Experience*

### บทคัดย่อ

การจัดงานอีเวนต์เป็นเครื่องมือทางการตลาดที่สำคัญ ไม่ได้มีประโยชน์เพียงเพื่อสร้างการรับรู้เกี่ยวกับสินค้าและบริการเท่านั้น หากแต่ยังเป็นเครื่องมือที่ช่วยสร้างประสบการณ์ และความสัมพันธ์อันดีระหว่างผู้บริโภคกับองค์กรอีกด้วย ทั้งนี้ ในสภาวะการตลาดที่มีความเปลี่ยนแปลงอยู่เสมอ ผู้วางแผนจัดงานอีเวนต์ต้องเผชิญกับความท้าทายที่หลากหลาย ในการสร้างสรรค์งานอีเวนต์ ให้มีรูปแบบกิจกรรมที่ทันสมัย สามารถสร้างประสบการณ์กับผู้บริโภค และตอบโจทย์เป้าหมายขององค์กร รวมถึงสอดคล้องกับความคาดหวังของผู้บริโภค ดังนั้น เพื่อวางแผนการจัดงานอีเวนต์ทางการตลาด ที่มีประสิทธิภาพ และช่วยสร้างเสริมประสบการณ์ที่ดียิ่งขึ้นให้แก่ผู้บริโภค บทความนี้จะนำเสนอแนวทางในการพัฒนา และวางแผนการจัดงานอีเวนต์ที่ครอบคลุมกระบวนการตั้งแต่ก่อนจนถึงหลังจบงาน โดยแนวทางดังกล่าวประกอบไปด้วย 8 องค์ประกอบ ได้แก่ การศึกษาและวิเคราะห์สถานการณ์ การประเมินผู้มีส่วนได้ส่วนเสีย การวางแผนเพื่อบรรลุเป้าหมาย การออกแบบอีเวนต์ การใช้เทคนิคการเล่าเรื่อง การผสมผสานเทคโนโลยีและนวัตกรรม การใช้สื่อสังคมออนไลน์ และการประเมินการดำเนินงาน นอกจากนี้บทความยังได้ให้ข้อเสนอแนะเพิ่มเติมในการวางแผนอีเวนต์ที่สามารถเข้าถึงความต้องการของกลุ่มเป้าหมายให้มากยิ่งขึ้น และสอดคล้องกับทิศทางการตลาดในอนาคต โดยแนะนำให้ผู้วางแผนจัดงานอีเวนต์คำนึงถึงการจัดงานและกิจกรรมทางการตลาดที่มีความรับผิดชอบต่อสังคม สิ่งแวดล้อม และหลักสุขอนามัยของผู้บริโภค

**คำสำคัญ:** *อีเวนต์ การจัดงานอีเวนต์ทางการตลาด ประสบการณ์ผู้บริโภค*

### Introduction

From the "Mango Sticky Rice Phenomenon" by MILLI Danupha Khanatheerakul, a young Thai rapper, who showcased this iconic Thai dessert during her performance at the renowned "Coachella Valley Music and Arts Festival in 2022", her presentation not only seized global attention for herself but also for Thai cuisine. As a result, her show became viral online, and the sales of mango sticky rice in Thailand increases dramatically during that time (Chankisen, 2022). Shifting to the sports arena, the Asian Women's Volleyball Championship held in Nakhon Ratchasima, Thailand in 2023 drew numerous

volleyball fans from across Asia. These outstanding events and the subsequent benefits to organizers can be credited to the strategic utilization of the marketing tool known as “Event Marketing”.



**Figure 1** MILLI Danupha Khanatheerakul at the “Coachella Valley Music and Arts Festival in 2022”

**Resource:** Chankisen (2022)

Event marketing, often referred in short to “event” by Thai people, is one of strategic marketing tools aimed at promoting a brand, service, or product through activities or real-time engagement. This marketing tool has been developed over time and holds a key position in contemporary marketing communications, impacting businesses at various levels, from local to national and even international. Its influence extends to individuals, organizations, economies, societies, and culture.

In the academic aspect, event marketing is characterized as a pre-planned and scheduled occurrence. Getz (2012), a professor in Tourism and Hospitality Management, defines event marketing as a temporary situation with clearly specified start and end periods, well-planned, and equipped with designed programs and details ready for publicizing. On the other hand, Matthews (2008), a specialist in an event industry, describes an event as a human gathering lasting from hours to days. Such gatherings are designed for purposes such as celebration, commendation, product promotion, education, and observation of human endeavors.

The Tourism Authority of Thailand views event marketing as an important component within the MICE industry (Meetings, Incentive Travel, Conventions, Exhibition). This approach uniquely incorporates and showcases local elements such as food, Thai boxing, films, arts, music, and local beliefs. It can serve the purpose of attracting a diverse range of tourists and contributing to the economic value of both the local community and the country. In 2023, event marketing is anticipated to generate economic value exceeding 200,000 million Baht for Thailand. While at the global level, the standout event categories, such as "music events" and "sport events" are projected to generate an overall value of 33.83 billion US Dollars and 28.96 billion US Dollars respectively (TAT Review, n.d.).

As mentioned so far, it is evident that event marketing serves as an effective tool for marketing communications, offering a distinctive approach and the ability to generate financial value at organizational, national, and international levels. Despite concerns among marketers in the current era of digital disruption, the reality is that digitalization enhances the effectiveness of event marketing. It transforms events into powerful, "borderless" activities by expanding platforms to reach customers. Moreover, the digital landscape elevates event marketing to a "timeless" form of content. Events are no longer restricted to specific times; instead, information about events and event records remain accessible on various online platforms indefinitely.

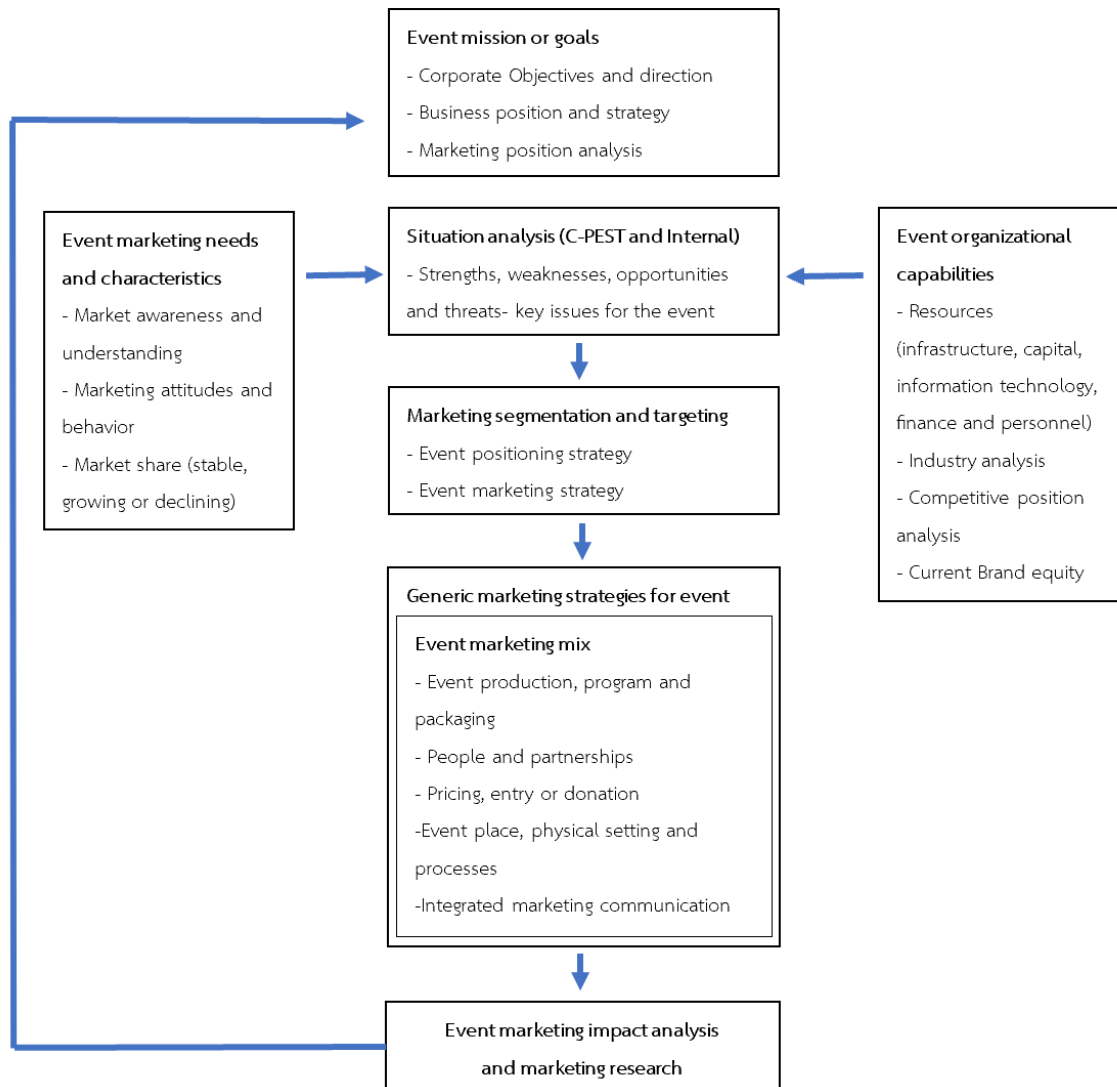
Event marketing today then evolved into a special experience for customers to actively engage with. Rather than simply consuming messages or products, customers seek exclusive experiences or interactions that mirror their lifestyle, personal preferences, and social standing.

Consequently, it establishes a great challenge for all event organizers to design events that meet both organizational needs and customer expectations, while also keeping up with the latest marketing trends. To assist with part of these challenges, this article aims to offer frameworks for developing an event marketing strategy that enhances the overall customer experience.

### **Event marketing approaches to optimize customers' experience**

Prior to formulating the event marketing strategy, Allen, O'Toole, Harris, and McDonnell (2005) recommend conducting thorough research. This entails an examination of both internal and external factors influencing the event and its target markets. It involves gaining insights into prospective customers and analyzing past marketing approaches employed not only by the organization itself but also by other events, festivals, and organizers. The information derived provides valuable insights into

consumption trends, enabling event planners to develop strategies that are in alignment with organizational objectives, customer expectations, and occurring market trends.

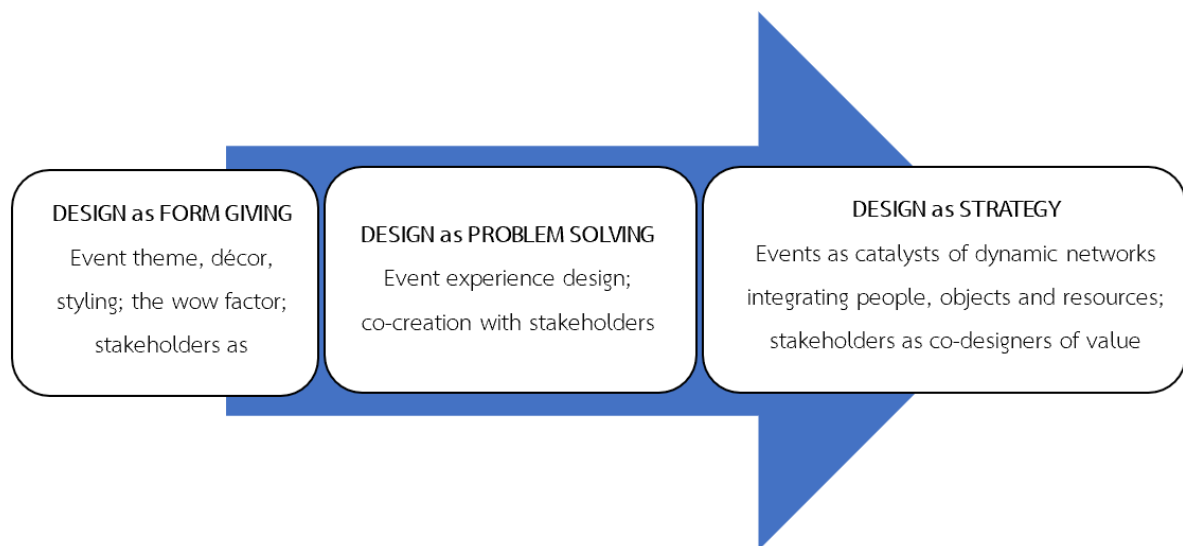


**Figure 2** The strategic event marketing process

**Resource:** Allen et al. (2005)

However, to enhance the effectiveness of event marketing, particularly in fostering customer experiences and brand engagement, it is necessary to expand considerations beyond the dimensions of

situational analysis and consumer insights. Getz and Page (2024) have introduced the concept of a paradigm shift in design thinking, highlighting its significance in shaping event marketing strategy. Despite personal experiences being inherently subjective and therefore not directly controllable, event planners can still conceptualize the type of experience that customers may have. Consequently, in formulating event marketing strategies, planners should consider the entire event lifecycle, spanning pre-event, event execution, and post-event phases, along with aspects related to design and décor.



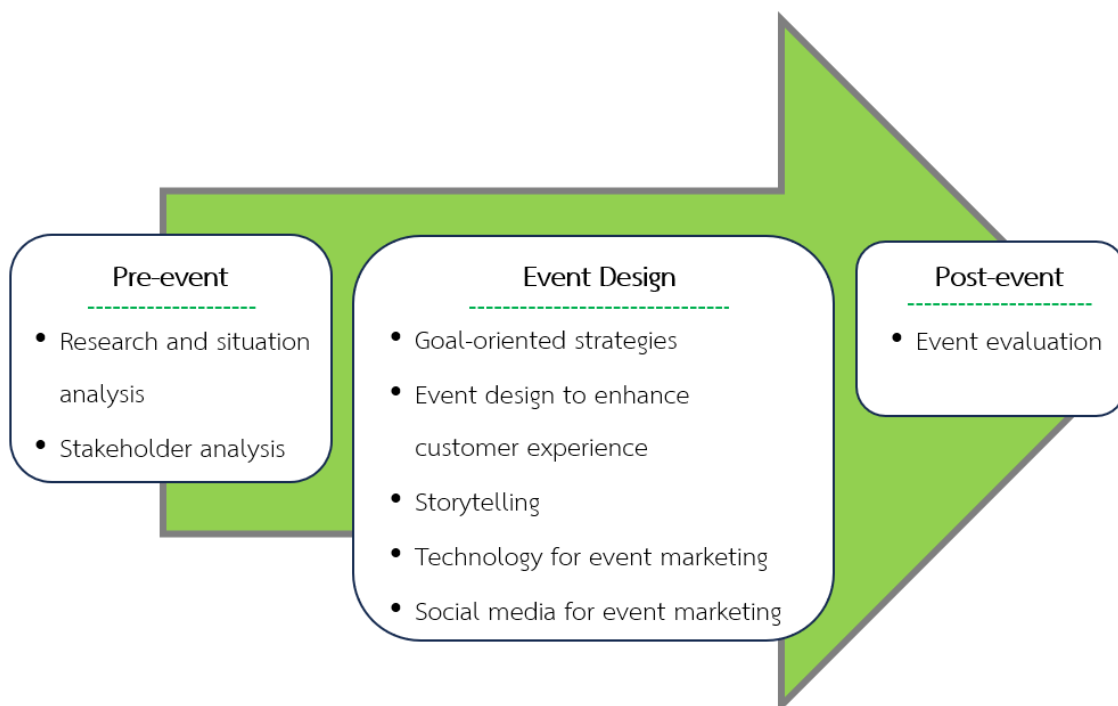
**Figure 3** The evolution of design thinking, applied to events

**Resource:** Getz and Page (2024)

The illustration presented above depicts an "event design ladder" as proposed by Getz and Page (2024). According to their framework, event design and production involve three steps. The first step emphasizes theming, decoration, and creative elements to elicit a "wow" response from both guests and clients. While the second step of the ladder indicates that customers actively contribute to the event experiences as co-creators. Event organizers offer value propositions; at the same time, customers and guests bring their own needs, desires, and levels of engagement, shaping the overall experience. The experiences customers perceived are not just from the tangible elements within the event venue, the influence of social media also plays a significant role in shaping customer experiences before, during, and after the event. Lastly, the third step refers to a strategic perspective, viewing events not only as

opportunities for entertainment, learning, fundraising, challenges, or celebrations, but as creators of value for individuals, cultures, and communities.

Considering Getz and Page's event design concept (2024) and Allen et al.'s (2005) framework for effective event marketing planning, it becomes evident that several key elements, from pre-event to post-event execution, as well as the utilization of design, media, and technology, must be taken into account to organize a successful marketing event. Therefore, this article proposes eight elements to consider, including research and situation analysis, stakeholder analysis, goal-oriented strategies, event design to enhance customer experience, storytelling for event marketing, technology for event marketing, social media for event marketing, and event evaluation, for crafting effective event marketing and optimizing customer experiences.



**Figure 4** Event marketing approaches to optimize customers' experience

**Resource:** Adapted from Allen et al. (2005) and Getz and Page (2024)

**1. Research and situation analysis:** Before hosting any marketing event, organizers need to answer the reason why they are organizing it and study the following considerations—marketing opportunities, brand positioning, competitive landscape and brand assessment.

In seeking “marketing opportunities”, organizers must analyze features that would benefit the business, with regards to external factors such as changes in economics, society, politics, technology, competition, and customers' preferences. While evaluating “brand positioning” involves identifying the brand's place in the customer's perception and observing its differentiation from competitors. Thus, the planning of marketing events should reinforce brand positioning by presenting distinctive brand benefits and values to customers, alongside exploring the “competitive landscape” to understand the broader market dynamics. Additionally, continuous *brand assessment* is crucial to monitor brand recognition and its relevance in the market.

One of the successful events leveraging research and situation analysis is Thailand's selection by the International Association of Horticultural Producers (AIPH) to host the International Horticultural Expo in 2029, known as the Korat Expo 2029. This event is expected to attract up to 4 million visitors both domestically and internationally, create numerous job opportunities, and inject approximately 19 billion baht into the economy.

Prior to being awarded this opportunity, key individuals and representatives from the relevant organizations thoroughly examined the rules and regulations for becoming a host country. They evaluated Thailand's capabilities and identified potential venues, eventually proposing Nakhon Ratchasima province. The event will be themed “Nature and Greenery: Envisioning the Green Future,” highlighting Thailand's natural beauty, cultural diversity, and expertise in sustainable horticultural and agricultural technologies (Tangprasert, 2024).

**2. Stakeholders analysis:** In any event, many stakeholders are involved, including project owners, event organizers, customers, sponsors, suppliers, media, government agencies, communities, and the public. Occasionally, legal authorities, volunteers, and staff may also be part of the mix. Gathering and thoroughly analyzing information to understand the behaviors, roles, needs, and expectations of each stakeholder group is helpful for planning suitable activities and delivering unique experiences tailored to their requirements.



Based on the stakeholder considerations outlined by Duncan (2005), Gerritsen and Olderen (2024), and the Thailand Convention and Exhibition Bureau (2018), the roles and importance of each stakeholder category can be summarized as follows:

**Table 1** Roles and importance of the event’s stakeholders

Stakeholders	Roles and importance
<b>Event owner</b>	The first stakeholder to identify is the event owner, which can be either an individual or an organization. The event owner is responsible for setting the event’s objectives and desired outcomes.
<b>Event organizer</b>	The event organizer is tasked with planning and executing the event in accordance with its objectives, ensuring every detail is managed from start to finish.
<b>Participants / Prospects customer</b>	Attendees or potential customers anticipate engaging experiences at the event. They are considered a top priority due to their significant role in driving profitability. Satisfied customers also greatly influence the business's reputation and serve as effective channels for attracting new customers through positive word-of-mouth and recommendations.
<b>Event sponsors</b>	Event sponsors are individuals or organizations that provide financial support for event operations or related activities with the aim of communicating and exposing their brands to the event's target audience.
<b>Event suppliers</b>	Event suppliers are the external team responsible for sourcing products, services, or elements essential for organizing events to ensure seamless operations. This includes, for instance, arranging catering services, coordinating with light and sound companies, managing security, and securing booth rentals.
<b>Media / Press</b>	The media or press plays a crucial role in disseminating news about event organization to the target audience. Maintaining a strong relationship with the media is essential for garnering continuous support and cooperation.
<b>Government</b>	Event organizers should collaborate closely with the government agencies as they establish rules and regulations governing event organization. This includes compliance with labor laws, health and security protocols, and risk management measures.
<b>Communities</b>	Engaging and communicating with the communities surrounding the event venue is crucial to ensure smooth event operations, as they are the group that may experience either positive or negative impacts from the event.
<b>Public</b>	This group may not be directly involved in event organization; however, they may be interconnected to the event in terms of societal, economic, and environmental aspects.

**Resource:** Adapted from Duncan (2005), Gerritsen and Olderen (2024), and Thailand Convention and Exhibition Bureau (2018)

An illustration of incorporating stakeholder analysis into event planning is evident in a concert setting. While audiences expect entertainment from artists and a captivating atmosphere, sponsors anticipate prominent brand exposure and customer engagement. Therefore, organizers must cater to these diverse expectations to ensure overall satisfaction.

**3. Goal-oriented strategies:** This involves selecting and executing strategies to achieve the objectives of specific event marketing. It also includes controlling all related elements to ensure consistency and relevance. To reach the goals, event organizers should start by identifying the content and concept of the event.

In the event organizing practices, the term “Content” or “Main Content” refers to the key message intended for participants—the expected outcome that event organizers anticipate participants will acknowledge. For instance, in the recent beauty contest, Miss Universe 2023, the main content of the event was to convey a standing point on diversity. The contest proved this by adjusting the age limit rule for contestants and permitting married women to participate for the first time in history. As a result, contestants with diverse backgrounds, including transgender individuals, plus-size women, and mothers, joined the competition. This shift led to a positive change in viewers' perceptions of the contest, especially in terms of diversity (“Chetsipsong pī ...”, 2023).

Regarding event concept, it represents the fundamental idea behind the event's creation. It serves to guide the working direction, determine the working process, and align various features with that concept. Example features include venue selection, decoration, props, costumes, activities, guests, and promotional media for publicizing the event. The event concept is typically conveyed through phrases or short sentences that offer a clearer depiction of the event. A well-crafted event concept should establish a clear connection to the event creation and its goals.

One example of the distinctive event concepts can be seen in the world’s largest sporting event, the 2022 Tokyo Olympic Games. Apart from emphasizing competition, sportsmanship, and team spirit, Japan, as the host country, intentionally structured the events around the concept of “Sustainability” and proposed the theme “Be better, together – for the planet and the people. The aim was to position these games the most environmentally friendly and sustainable so far. A noticeable aspect of this commitment was the utilization of recycled materials in various facets of the event. For instance, the medals were crafted from recycled electronic devices, and the athlete

dorm beds were constructed from lightweight recycled cardboard. The responsible approach extended beyond material choices, as the organizers successfully implemented measures to ensure low emissions and minimized carbon footprints, setting a standard for hosting major international sporting events (Prachachartturakij, 2021).

An event with effective content and a distinct concept can achieve strong recognition, high audience engagement, extensive media coverage, and ultimately, the event's goals. To formulate the event content and concept systematically, Dowson and Bassett (2015) recommend employing the 5W's outline – addressing who, what, when, where, and why. Identify the target audiences for the event, outline the activities and schedule, determine the optimal timing for organizing the event, specify the event venue, and clarify the purpose behind organizing the event. Before commencing the event planning process, integrating these outlines can provide a comprehensive view of the event, ensuring the coherence and connection of all aspects.

**Table 2** 5W's framework of SMART Mobile's new product launch event in 2007

<b>Event Content</b>	Advance features of SMART Mobile
<b>Event Concept</b>	Re-ponder what a phone can do for you?
<b>Who</b>	<b>Event owner:</b> SMART Mobile <b>Event organizer:</b> IC Group <b>Participants:</b> IT Bloggers and Tech enthusiasts (250 persons per day) <b>MC:</b> Experienced MC in a technology field
<b>What</b>	MEGA Premium and MEGA i7 mobile phone models launch with three new features: waterproof capability, a virtual reality option, and a high-quality camera.
<b>Why</b>	To achieve the following two goals: 1. Allow attendees to experience and test the new product's features. 2. Make IT bloggers and tech enthusiasts impressed.
<b>When</b>	7-8 February 2007 / 10.00-20.00 hrs.
<b>Where</b>	SMART Experience Store, Siam Square One, Bangkok, Thailand

**Resource:** Adapted from Thailand Convention and Exhibition Bureau (2021)

**4. Event design to enhance customer experience:** One of the reasons to implement the event marketing approach is to actively engage with customers and cultivate a memorable experience. To improve customer engagement, leave a lasting impression, and foster a positive brand perception through event marketing strategies, the Thailand Convention and Exhibition Bureau (2018) suggests outlines to design events that enhance customer experiences in four aspects: emotional design, environmental design, sensorial design, and interaction design.

*Emotional design* is to shape the customer's emotions to be in the same direction as the event organizers anticipate. This is achieved by designing all event elements and activities in a manner that elicits specific emotions. For instance, if the organizers aim to evoke a sense of nostalgia, every aspect—from decorations and product displays to activities and service offerings—must embody the nostalgic ambiance.

*Environmental design* encompasses the physical elements and structures of an event, including architecture, landscape, interior design, and venue selection. It is crucial that all aspects of the event environment align with the event concept to elevate the customer experience and establish an ideal atmosphere. Additionally, the creation of a clear floorplan and event flow design plays a significant role in enhancing customer experience by providing a well-organized and convenient layout.

*Sensorial design* aims to enhance the overall customer experience by engaging the five human senses—sight, smell, taste, touch, and hearing. This approach incorporates sensory elements into events, where organizers carefully plan what participants will see, smell, taste, touch, or hear. Examples include the visual impact of a logo, the unique scent associated with a store, the taste of a food sample, the touch of a product or the sound of event music. When customers encounter a product or service through multiple senses, they establish a more profound emotional bond with the brand. This goes beyond passive information reception, as individuals actively engage with the brand on a personal and meaningful level.

*Interaction design* involves creating event activities that encourage participants to engage and interact. The interaction can take various forms, including interpersonal engagement between MCs, speakers, celebrities, or hands-on interaction with products such as product testing, drive tests, or DIY personalized item activities. Recently, there has also been the use of technology to enhance the interaction between customers and brands. One example is seen at the HOLIDAY SPACE art exhibition in 2020. Due to the COVID-19 pandemic, many art projects and exhibitions were canceled

during that time. Acute Art and KAWS, the project owners and organizers, then offered an online exhibition with Augmented Reality (AR) technology to let participants experience it safely from home (Acute Art, 2020).

**5. Storytelling for event marketing:** To effectively engage with target customers in event marketing, the use of storytelling techniques can be employed to convey content, key messages, and memorable experiences. The narrative presented at the event should be dynamic and captivating in order to attract participant attention and motivate their active participation.

Furthermore, it is important to maintain the continuity and consistency of event narration. The event organizers must ensure that all event agendas and elements align cohesively without interruptions or distractions. It is also recommended to conduct rehearsals or run-throughs to assure a smooth and uninterrupted flow of the event narrative. Apart from the flow of the event agenda, storytelling can also be conveyed through physical elements, such as the event entrance, which serves as the first contact point for the target audience. The event entrance has the power to reflect the event's identity, theme, and concept. Choosing the right location and design for the entrance not only attracts participants but also promotes the event, encouraging word-of-mouth and online sharing. Once inside, what customers see next can also be strategically planned using storytelling techniques, creating an enjoyable and memorable customer's "event journey".

A case study showcasing the application of storytelling in event marketing is the renowned international festival "Oktoberfest" in Munich, Germany. As one of the world's largest events, Oktoberfest has been organized annually for over 200 years, attracting more than 6 million visitors each year. The journey of Oktoberfest is crafted to offer visitors not just entertainment, but also an immersive experience of German history, culture, and traditions. The event narrates and portrays these stories through local beer, traditional food, and the Bavarian lifestyle, allowing all visitors to recognize and appreciate the essence of German culture (Thailand Convention and Exhibition Bureau, 2022).

**6. Technology for event marketing:** Modern technology offers numerous benefits to event organizers, particularly in creating positive experiences for customers. Its applications range from transitioning the format of events from physical to digital platforms, such as webinars, virtual

conferences, or hybrid events, to introducing innovative forms of interaction, namely projection mapping, Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), and Artificial Intelligence (AI).

A notable instance of technology use in event marketing was showcased at Expo 2020 in Dubai. In the UK Pavilion, or so called Poem Pavilion, advanced machine learning algorithms were employed to convert visitors' input into collective poems, which were then displayed via specially designed LED screens every minute throughout the event. This innovative approach generated significant interaction and welcomed more than 25 million visitors during the 6-month event (United Arab Emirates Architecture News, 2021).

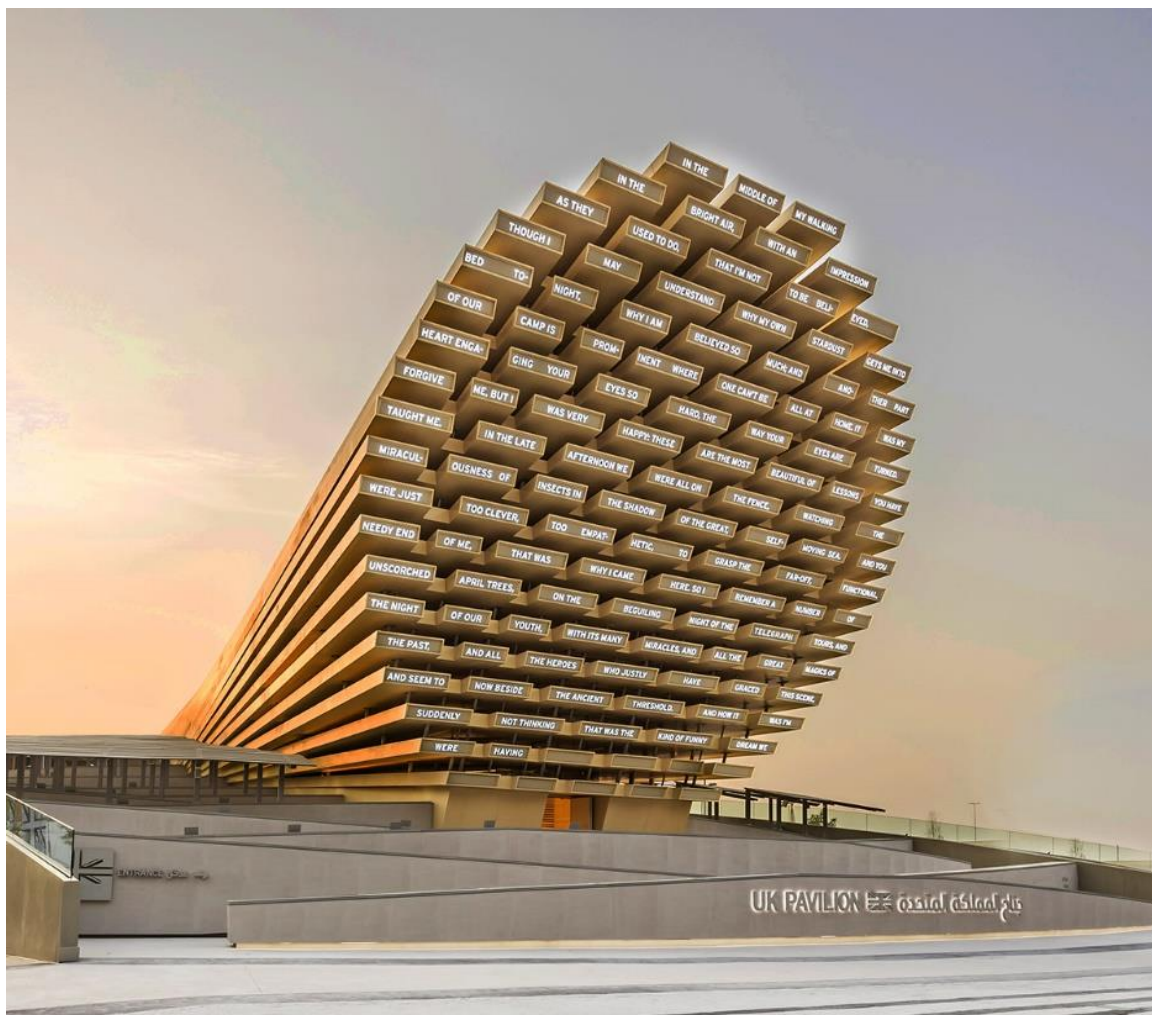


Figure 5 UK Pavilion

Resources: United Arab Emirates Architecture News (2021)

Advanced technology is also applied to enhance the efficiency of event organization and improve customer convenience. This includes using software for planning seat layouts, facilitating online ticket sales, and supporting digital payments. Additionally, analytics systems are employed to collect and track event and customer information, offering valuable insights for future improvements.

**7. Social media for event marketing:** In today's era, it's undeniable that social media and digital platforms play a key role in social communication and interactions. Most customers are digitally literate, possess social media accounts, and use them regularly. When designing event marketing, these customer behaviors must be taken into account and the event should be planned accordingly. However, the advantages of social media extend beyond matching customer interests; they also assist in widely distributing event news. In any event, organizers may incorporate elements that captivate customers, encouraging them to actively engage and share event content publicly through photos, clips, and stories on their social media.

Social media can be utilized to support in the stages before, during, and after an event. In the pre-event phase, it serves to promote event details and collect feedback from the target audience. During the event, it becomes a tool for sharing live content, delivering real-time information, and encouraging immediate engagement. Following the event, organizers can track reception and gather feedback (Smith & Hanover, 2016).

The recent “THAICONIC Songkran Celebration 2024,” organized by ICON SIAM, one of Thailand's largest shopping centers, also utilized social media to increase online engagement and sales. By partnering with TikTok Shop and TikTok content creators through the “Refill Your Joy With TikTok Shop” campaign, the event garnered over 391,000 mentions and more than 1.3 million social media engagements. This initiative also supported local entrepreneurs and boosted the visibility of Thai products from ICON SIAM (Wanichnum 2024; The Story Thailand, 2024).

**8. Event evaluation:** The outcome of the collaboration between ICONSIAM and TikTok Shop mentioned previously can also be considered as part of the event evaluation to determine whether the brand and its partner successfully achieved their goals. However, assessing the success of the event goes beyond just online customer engagement and transactions. According to Smith and Hanover (2016), a comprehensive evaluation should include various aspects, starting with participant analysis, which

examines attendee demographics and satisfaction levels. The evaluation should then consider impact factors to identify conditions that might enhance or detract from the overall event outcomes. Additionally, it should assess communication effectiveness, customer journey, sales impact and acquisition, Return on Investment (ROI), advocacy, and media response. Collecting and analyzing these results will help identify areas for improvement and guide future strategies. Moreover, it is essential for event organizers to establish an evaluation plan before the event begins.

## Conclusion

Event marketing stands out as a powerful strategy to promote brands through engaging activities. However, today's event organizers face the challenge of balancing their organization's needs with customer expectations. This article addresses this challenge by offering a comprehensive set of frameworks to shape effective event marketing strategies focused on maximizing the overall customer experience.

The framework encompasses eight key areas. Firstly, there is research and situation analysis, discovering marketing opportunities, brand positioning, market landscape, and brand assessment. Second is stakeholders' analysis, identifying stakeholders and understanding their needs to shape the event plan accordingly. The third aspect involves goal-oriented strategies, planning events to reach objectives with specific content and concepts. The fourth element, event design, aims to enhance customer experiences by considering emotions, environment, sensory aspects, and interactions. The fifth to seventh components involve the application of storytelling, technology, and social media, respectively. Lastly, evaluation becomes crucial for assessing achievements and identifying areas for improvement.

Each aspect in this framework plays a significant role in organizing an impactful and meaningful event for the participants. All real-life cases discussed in this article demonstrate that their success is associated with thorough event research, effective event design, and the application of the right tools. Understanding these elements helps event organizers navigate the complexities of modern event management, ensuring they not only meet organizational goals but also create profound experiences for customers.



## Suggestions

As mentioned earlier, in addition to meeting the organization's goals and customer expectations, event organizers should stay informed about current trends to enhance their event marketing effectiveness. One crucial global trend worth further discussion and consideration by all organizers when planning events is social responsibility, especially in terms of sustainability and health and well-being. Moving forward, event organizations should prioritize environmental considerations and sustainable practices, such as using eco-friendly materials, minimizing waste, and conserving energy, to contribute responsibly to society.

Likewise, due to the past pandemic and recent health concerns, event organizers must plan their activities with a focus on the health and well-being of all parties involved. Events that incorporate health protection measures or safety protocols can build trust and create a positive perception in customers' minds, thereby positively influencing the host brand.

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