

An Analysis of Research Topics in Event Management Research

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EVENT MANAGEMENT



History

How was it

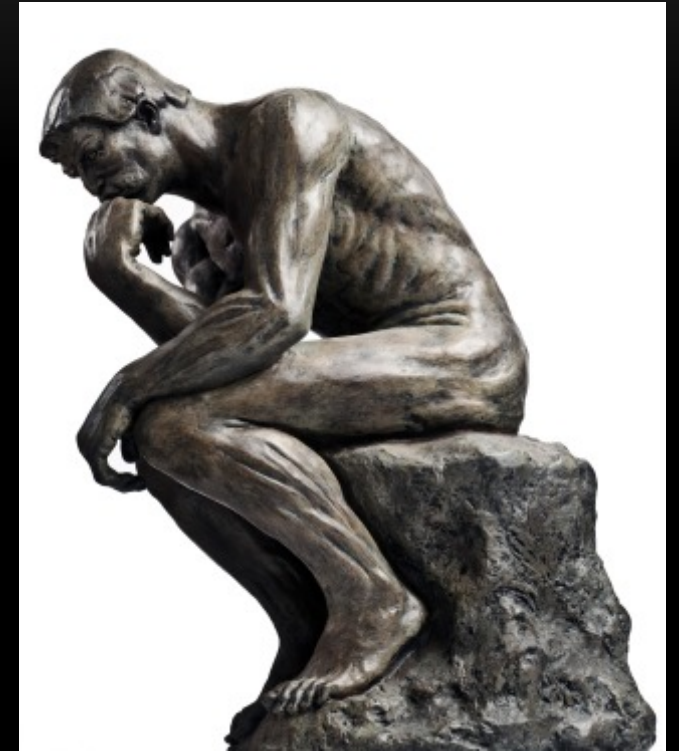
Participants

Involvement

WHY HIRE ME ?

- Internship
- Things I have done –
Marketing and Management
- My ultimate focus – Make it

Big → Bigger → Best

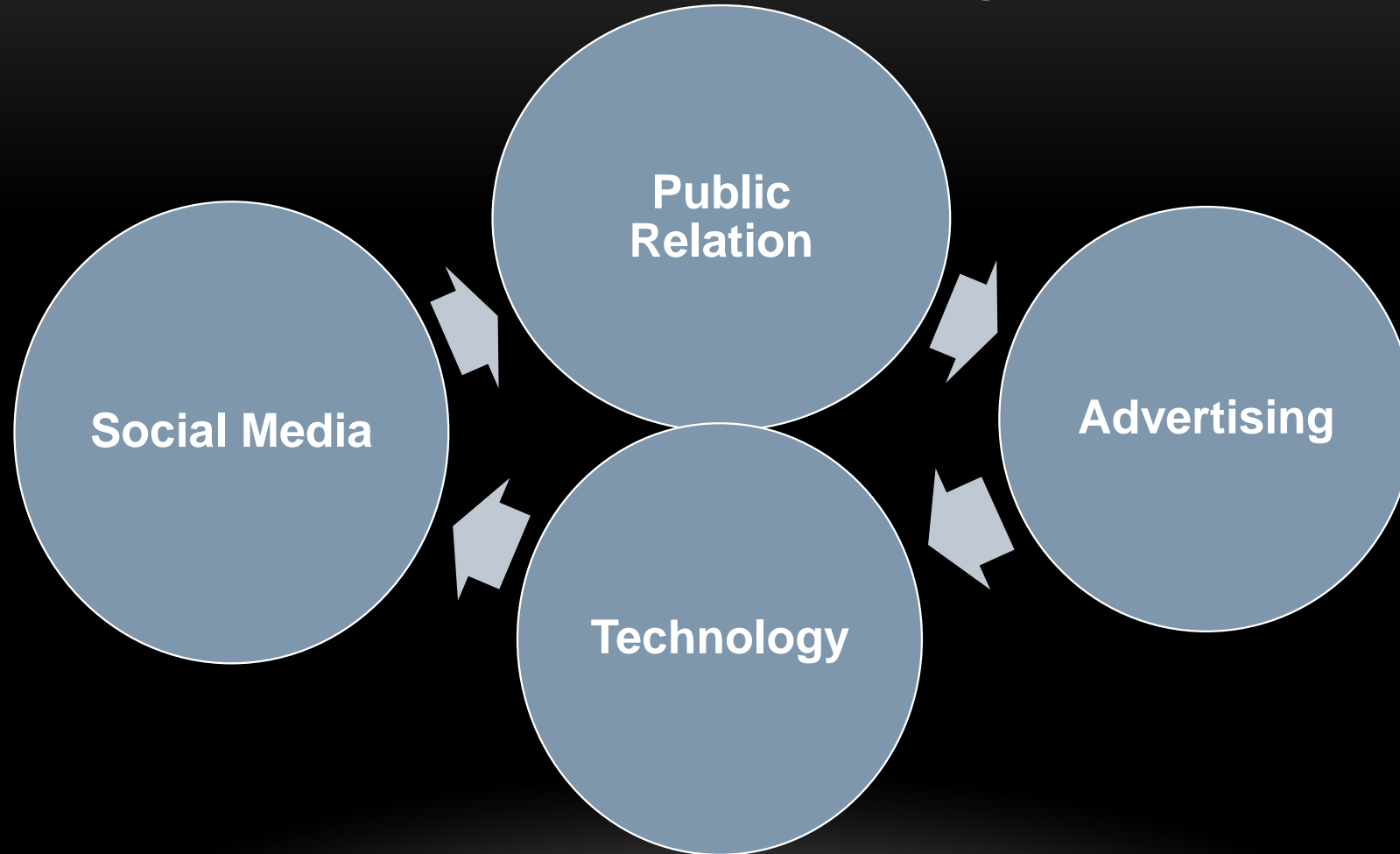


RESEARCH AIMS / COMPONENTS

- Planning
- Organizing
- Implementing
- Leading
- Controlling



COMMUNICATION METHODS AND DIRECT MARKETING



SPREADING THE WORD

SAVE THE **DATE**

04 **03** **18**
TUES

ANNUAL RESEARCH SYMPOSIUM
RAYBURN STUDENT CENTER



Social Platforms

Pride Online

MANESync



TEXAS A&M UNIVERSITY
COMMERCE

#HASHTAG CAMPAIGN



Annual Research
Symposium

A&M-COMMERCE

#TAMUCResearch



TEXAS A&M UNIVERSITY
COMMERCE

ENGAGE AND FEEDBACK



A&M-Commerce Annual Research Symposium is 🤔 feeling curious at 📍 Texas A&M University-Commerce.

Published by Natalia Assis [?] · March 8 at 5:28am · Commerce · 🌐

#TAMUCResearch

ABSTRACT COMPONENTS

Abstracts should only be submitted in collaboration with a faculty mentor, who should be named on the presentation.... See More



A&M-Commerce Annual Research Symposium is 😊 feeling ready at 📍 Texas A&M University-Commerce.

Published by Natalia Assis [?] · March 12 at 11:57am · Commerce · 🌐

#TAMUCResearch

Here are the guidelines for poster presentations:

* Poster sessions are 90 minutes long.... See More



👤 28 people reached

Boost Post

👍 Like 💬 Comment ➦ Share 🌐

Chronological ▾

Shelby Miller What materials are needed for mounting? Will tape or anything be provided?

Love · Reply · Message · 1w

View 4 more replies

A&M-Commerce Annual Research Symposium We will have 3x4 poster cardboard stands on tables in all around the RSC Conference Room and push pins will be provided! It will be great!

Like · Reply · Commented on by Natalia Assis [?] · 6d

Write a comment...

Press Enter to post.

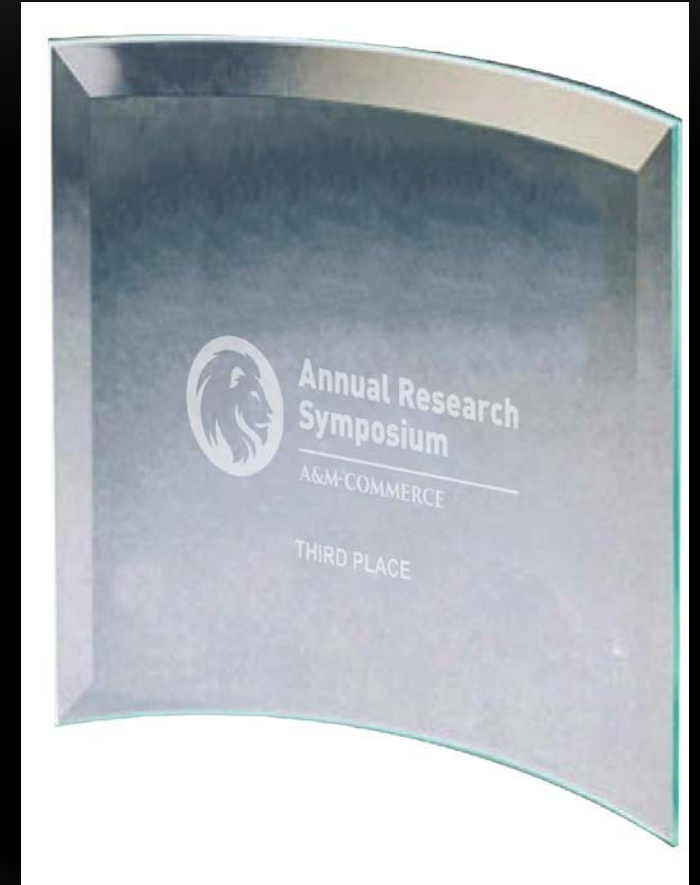


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COMMERCE

MARKETING STRATEGY HELPS IN BUDGETING AND FINANCING



Items to Order			
With Logo			
Item	Quantity	Details	
Big banner	1	to be put at RSC entrance	
Note books	300	Proof provided by Ron	
Volunteer t-shirts	50	Proof provided by Ron	
Glass plaques	38	Proof provided by Ron	
Without logo			
Item	Quantity	Details	
Cardboard poster displays	48	Tri-Fold-Corrugated-Presentation-Display-Boards-48-x-36-24-Carton/22250379	
Push pins	5 packs	http://www.proservbp.com/ProductDetails/7productid=551311767&imageid=23329023&tab=Title&referrerPage=ProductResults&refPdId=5138205366&referrerModule=PRDREB	
Lanyards	100	ordered by "Arlana" same type Need to Ask Arlana for the link?	
Table Stand/Card holder	25	http://www.proservbp.com/ProductDetails/7productid=550314863&imageid=22866430&tab=Title&referrerPage=ProductResults&refPdId=5138205366&referrerModule=PRDREB Please check with RSC before ordering. They might already have	
Certificate folders	300	https://www.amazon.com/dp/B0778VW9S2/ref=sppa_dk_detail_1?psc=1&pd_rd_i=B0778VW9S2&pd_rd_wg=XYv2h&pd_rd_r=MPKZRWFRCFMEZQQP54F&pd_rd_w=adPrr	
Certificate paper	300	https://www.amazon.com/10-Pack-Credential-Protector-Sporting/dp/B074G3YP8Q/ref=sr_1_13?ie=UTF8&qid=1520282091&sr=8-13&keywords=event+badg+holder	
Name Badge holder (Plastic)	400	Latson	
Name Badge Stickers	400	95117gclid=EA1aIQobChMlxpv5ITW2QIVk7rACh2RqQbOEAYASABEgLwJfD_BwE&gfeed=1&mkid=1pla109511&ref_id=WnnMbgAAAVx3NpA:20180305203753:s Latson	



IMPORTANCE OF MARKETING STRATEGIES IN EVENT PLANNING

- **Impact of Marketing strategies on event planning**
- **Future event planners**
- **Skills I have learned and obtained**
- **Why learn marketing strategy**



CONCLUSION

“In conclusion exploration of the elements of a marketing strategy necessary in event planning and management is critical to yielding an effective event”.
(Park, 2016)

THANK YOU

QUESTIONS ??



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