Planning and managing a corporate event

Case: Event Activation Galaxy Studio Samsung S7/ S7 Edge

Quyen, Bui
Fa, Tran

Laurea University of Applied Sciences

Planning and managing a corporate event
Case: Event Activation Galaxy Studio Samsung S7/ S7 Edge

Quyen Hue Bui & Fa Mi Tran
Degree Programme in Business Management
Bachelor's Thesis
April, 2017

Laurea University of Applied Sciences
Degree Programme in Business Management
Bachelor's Thesis

Name (s): Quyen Hue Bui & Fa Mi Tran

Planning and managing a corporate event
Case: Event Activation Galaxy Studio Samsung S7/ S7 Edge

Year	2017	Pages	75

The thesis was written about the case: Event Activation Studio Galaxy Samsung S7/S7 Edge. Samsung is a global leading conglomerate company in the technology industry. This thesis discusses how to plan and manage an Event Activation for Samsung.

The primary objective of this thesis was to provide a step-by-step guideline for planning and managing a corporate event. This objective was achieved by performing the following tasks: clarifying the influential role of corporate events in marketing activities and planning the corporate event guideline with a theory framework and an empirical study.

The thesis consists of two parts: theoretical and empirical. The theoretical framework uses different sources of literature to explain the importance of a corporate event as an effective business tool in event marketing and simultaneously to describe every aspect in the event management process. In the empirical part, both primary and secondary data collection methods, i.e. personal observations, literature, and data analysis, were applied interchangeably to achieve the thesis objective.

The actual thesis product, the guideline for planning and managing a corporate event was created based on both theoretical knowledge and practical experiences from the case Samsung. The case Samsung was conducted in May of 2016, and the thesis writing process was completed in April of 2017.

The findings of the thesis show that organizing a corporate event is challenging requiring improvements in every stage to increase customer loyalty. The event result analyses suggest that sales activity at the event site needs to be reformed and integrated with the event added-value activities for better performance. Additionally, following trends such as "green", aging population in customer service and applying e-marketing more effectively are recommended for future development.

Keywords: corporate events, event management, event planning, marketing

Table of Contents

1   Introduction

Samsung was founded in 1938 and it is well-known as the largest South Korean multinational conglomerate company in the world. One of the strongest areas that makes the brand "Samsung" is its smartphone technology. Recently, Samsung leads the global smartphone market with nearly a quarter of the market share 20.4% (International Data Corporation IDC, 2016). The project to launch new products Samsung Smartphone Galaxy S7/ S7 Edge is a part of the company's important strategy plan in order to strengthen the brand position in the Asian market in general.

This thesis demonstrates how to plan and manage a corporate event to prove its essential role in marketing with the case Event Activation Galaxy Studio Samsung S7/ S7 Edge. The introduction chapter will present an overview of the thesis. Starting with an overall background of the events industry, the thesis context will go from the thesis purposes, limitations to international aspect and benefits. Finally, there will be a brief explanation of related key concepts in this thesis.

1.1   Background

Events industry has vital values in human society. Whether they belong to individuals or organizations, events – "in the form of organized acts and performance" are celebrated by most societies. Events are first documented before the fall of the Western Roman Empire (AD 476). In ancient time, they mainly are rituals and serve religious purposes such as Christmas and Easter. Later on, when the Industrial Revolution happened and opened a new are for human society, in order to meet different rising demands, events turn into a modern industry. By-time, events gradually become more diverse in style, content, organization and scale. (Raj, Walters & Rashid 2013)

This thesis focuses on corporate events, specifically event activation – one of the most difficult areas of the art of event planning - that requires high creativity and control during the organizing process. In the business world, every company understands the importance of events, particularly a product launch event. The success of a product launch event affects not only the product's first sales but also company's brand image. It orientates the look of the public toward the company's professionalism in both product and working style. Instead of struggling to build customer loyalty through series of traditional advertising such as television advertisements, which takes time and costs more, the company can easily gain the first good impression by letting customers have direct experiences with the new product. Here, companies need to know which steps lead to the public and a successful event.

With the case Galaxy Studio Samsung S7/ S7 Edge, the writers look forward to conducting a thesis which tightly integrates theory to practice of Event Management so as to improve individual knowledge as well as interested readers.

1.2   Purpose of the thesis

The target of the thesis is to prove the important influence of corporate events in marketing. Its purpose is to provide a corporate event planning guideline, focusing on three aspects: planning, managing execution, and evaluation. Thereby, individuals and organizations can follow and apply in different cases to organize a successful corporate event. This guideline is comprised based on theoretical knowledge and practical experiences of the authors while running an Event Activation for Samsung Smartphone Galaxy S7/ S7 Edge in Vietnam. Samsung is chosen to be this thesis' empirical study case not only because of the authors' participations but also in view of the fact that its previous corporate events are successfully organized and used as a competitive and advantageous tool in the company's marketing strategies.

The research question (RQ) is: How to organize a successful corporate event?
The main question is disaggregated into four investigative questions (IQ):

Investigative question 1: What is the process to organize a corporate event?
Investigative question 2: How to evaluate a corporate event?
Investigative question 3: Recommendations for future development.

The table below presents the overly matrix of the research:

Investigative questions	Theory framework	Research methods	Results (chapter)
Target: The important influence of corporate events in marketing	-Event Marketing -Corporate events	Theoretical research	Chapter 2
IQ1. What is the process to organize a corporate event?	-Event planning and managing	Theoretical research, personal observation	Chapter 3
IQ2. How to evaluate a Corporate event?	-Event evaluation	Theoretical research, personal observation	Chapter 3
IQ3. Recommendations for future development		Theoretical research, personal observation	Chapter 4

Table 1: Overlay matrix

1.3   Limitation

In the events industry, there are many different kinds of events designed to meet the market demands. An organization in this field normally provides not only one fixed kind of service or serve only one target group of customers. For example, Edelman becomes a leading global communications marketing firm due to its diversity and flexibility in service that satisfies all customers. This company has customers in a variety of life area such as food and beverage, technology, education, entertainment. In the book "Successful event management: a practical handbook" (2004), Shone and Parry divide events into four types (Figure 1) while Getz chooses another more comprehensive way (Figure 2).
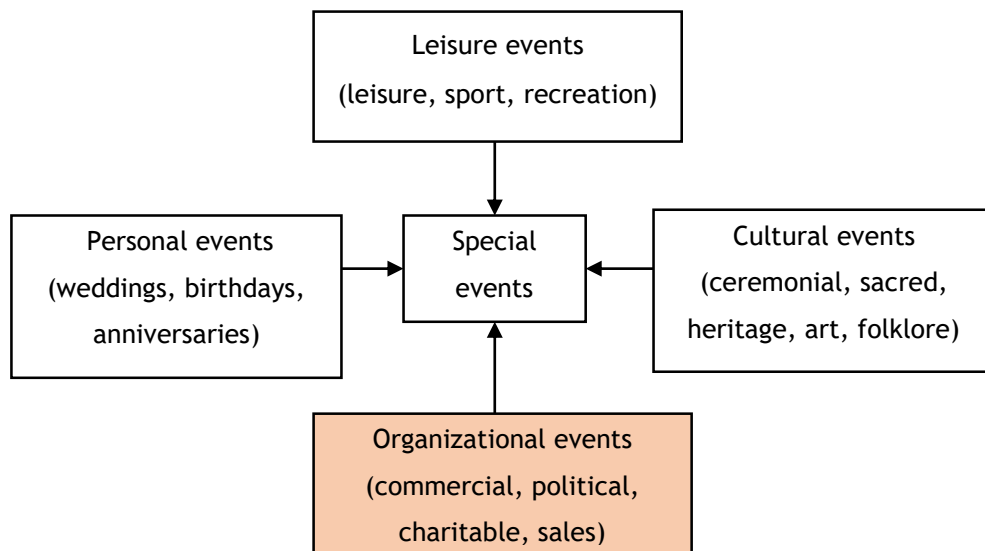

Figure 1: Typology of events (Shone & Parry 2004)

Cultural celebrations:	Sport competitions:	Private events
Festivals	Professional	**Personal**
Carnivals	Amateur	**celebrations:**
Religious events	**Educational and scientific:**	Anniversaries
Parades	Seminars, workshops	Family holidays
Heritage	Congresses	Rites of passage
Commemoration	Interpretive events	**Social events:**
Art/entertainment:	**Recreational:**	Parties
Concerts	Games and sports	Reunions
Other performances	Amusement events	
Exhibits	**Political/state:**	
Award ceremonies	Inaugurations	
Business/trade:	Investitures	
Fairs, markets, sales	VIP visits	
Consumer and trade shows	Rallies	
Expositions		
Meetings/conferences		
Publicity events		
Fundraiser events		

Figure 2: Typology of events adopted by Getz, 1997 (Shone & Parry 2004)

As it can be seen from two figures above, the scope of this thesis concentrates on organizational events with business purposes or corporate events. Although the topic of the thesis is related to the events industry, it does not focus on how to get the case event or how to negotiate case conditions with customers. Therefore, it is important to know the demarcation of all concepts and theories mentioned later.

Firstly, since the case event here is a customer's order, there are some settings limited and tied to customer's requirements. For instance, with a high-technology product like smartphones, Samsung has some specific stipulations to fully express the outstanding feature of the product.

Secondly, authors' personal participation and observation in the case combined with previous experiences perform as the primary source of data and information for this thesis. There is a clear presumption that the guideline will not thoroughly present technical knowledge such as graphic design techniques and tools. The professional technical team and graphic designers are

responsible for these tasks based on original ideas. In other words, this guideline will only include operating and administrative aspect.

1.4 International aspect

Although the location of the case event is in Vietnam, the international aspect of the thesis is attained. As Samsung has a large market in the smartphone industry - starting from Asian countries around Vietnam such as China, Taiwan, Japan, Thailand to other countries in Europe and America, the guideline's domestical and international applicability are guaranteed. In most cases, its core values remain the same under the condition that there will be some suitable modifications between different events based on different external factors, including culture, weather, local policies.

1.5 Benefits

There are beneficiaries from this thesis: Samsung Vietnam, the writers, readers who are interested in event management and finally volunteers, interns, students – who interest in event management as well as small and medium-sized enterprises (SMEs), technology start-ups which have limited capital and need to self-organize company's events.

Samsung Vietnam is the first object that directly benefits from the case event. A successful Event Activation is convincing evidence for a product launch. Image and features of the product are introduced to the public and the media while the company has a chance to hear comments from customers. Thence, these advance market reactions will help the company in later marketing strategy adjustment.

As a part of the project, the writers had an opportunity to practice and apply theoretical knowledge about marketing and public relations into practice. It will be a valuable experience for the writers in the future career. On that account, this thesis is expected to provide interested readers with a comprehensive guideline for a corporate event, specifically with the case Event Activation Galaxy Studio Samsung S7/ S7 Edge.

Lastly, for beginners and new companies, this thesis is supposed to be a practical guideline which helps overcome difficulties in the event organizing process, creating favorable conditions and opportunities for further developments.

1.6   Key concepts

Brand

"A name, phrase, design, symbol, or a combination of those elements that associates a product or service to an advertisement and differentiates it from other similar products." (Goldblatt & Nelson 2001, 25.)

Corporate event

"An event sponsored by a corporation for the purpose of achieving specific goals and objectives such as entertaining customers, introducing and promoting new products or services, or providing incentives or training for employees, as well as other activities." (Goldblatt & Nelson 2001, 49.)

Event Management

"Event management is the capability and control of the process of purpose, people and place." (Raj & Walters & Rashid 2013, 5.)

Event Marketing

"The process that integrates a range of marketing elements around a central event sponsorship or lifestyle-themed activity. This process incorporates advertising, employee and consumer programs, sales promotion, public relations, causes, business to business, television property, and trade promotion with a specific event." (Goldblatt & Nelson 2001, 72.)

Special events

"That phenomenon arising from those non-routine occasions which have leisure, cultural, personal and organizational objectives set apart from the normal activity of daily life, whose purpose is to enlighten, celebrate, entertain or challenge the experience of a group of people." (Shone and Parry 2004, 3.)

2   Event marketing

The term "marketing" appeared in the 1950s and from the twentieth century, it was widely used in both business and academia. Until today, marketing becomes an essential skill, functions for many aspects of modern life. According to Preston in the book "Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions", in fact, marketing existed in human activities a long time ago. Although the definition of marketing was not completely formed until the twentieth century, its application elements soon integrate into human society. In the ancient time, hunters collect and wear the teeth of animals they killed as an ornament in order to distinguish themselves from others. It is an evidence of their physical strength as well as hunting skills, which played as advantages to advertising and attracting

mates. This tendency of self-promotion continues to extend to merchandising and consumer culture, especially after the Industrial Revolution when production and consumption both increase sharply over the past. People use different types of tools and activities to market their products.

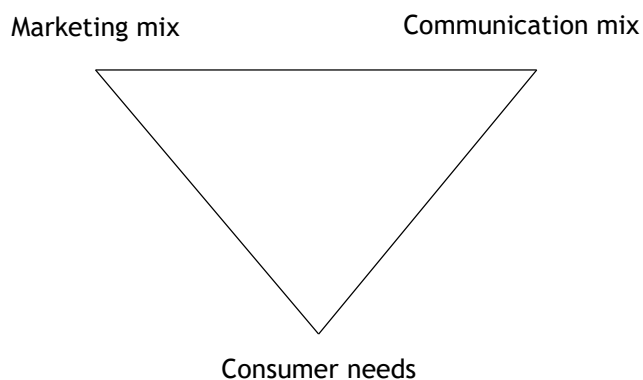Marketing mix   Communication mix

Consumer needs

Figure 3: The marketing triangle (Jackson 2013)

In this case, event marketing is considered as a tool of marketing, which follows the marketing characteristics triangle (Figure 3) to approach customers, advertising products and promoting brands. Dissimilar to other marketing methods, event marketing presents a tangible, measurable result that can be easily verified. For example, annual popular music festivals in Europe and America are good chances for beer brands to increase sales while adding values to their images (Preston 2012). On the other hand, event marketing also means how to manipulate marketing mix into an event, making it attractive to target audience and attendees. Through planning and organizing stages, it creates the event experience, directly delivers original ideas to participants. In other words, event marketing can be flexibly shaped to its event purposes.

2.1   The development of Event Marketing

In the second edition of "Wiley Event Marketing series", Preston illustrates the development of event marketing by four prime examples of event marketing pioneers. These examples reveal not only the characteristics of Event Marketing developed over time, but also potential values persisted until today.

In the stage of 1800s, Phineas Taylor Barnum can be regarded as the first person to realize the necessity of raising public awareness to his business. He exerted the principle of entertainment

to attract attention by creating new "stars" in town – a forerunner of today's showbiz. In fact, the public displays of these circus "stars" successfully earn Barnum attraction, reputation and profits through circus performances. Additionally, Barnum chose railway as a transport to expand his markets to the whole country instead of only destination cities. This makes Barnum's idea ahead of its time, especially when the parades proactively approach the public and gain attention instead of simply waiting. (Preston 2012)

In contrast with Barnum, the example of how Bill Veeck- a professional baseball promoter, the owner of five major and minor league teams - deploys his marketing strategy is considerably more subtle. In the 1930s and 1940s - the recovery period after the Great Depression, this situation leads Veeck to circumspection in investigating and analyzing people demands. By becoming an audience himself, he found out methods to fulfill mental needs of the fans. Veeck rescheduled the time to match the majority, provided special services for early birds. Every match of his ballpark becomes more amusing and exciting with live music, dancers, giveaways. Veeck's high-impact marketing strategy is built from his incisive research and understanding of his fans and spectators. (Preston 2012)

The next typical case of innovation and creativity in Event Marketing is Jay Lurye – the founder and president of Impact International in Chicago. This company is a pioneer in the events industry, focusing on event production. The names Lurye and his company became popular by the ability to turn a normal event into valuable and memorable experiences. He knew how to orient, attract and conquer target customers' hearts by giving them additional features created only for them. For example, in order to draw attention from spouses and get their registration, Lurye designed an exclusive marketing program, in which they and their children have chances to meet not only each other but also a mystery celebrity. Thereby, he succeeded in affecting customers' decision based on their psychology, which is the familiarity in this case. (Preston 2012)

It was not until 1937 that event marketing becomes a crucial tool in brand building. Through the hands of George Preston Marshall, the Redskins professional football team was reborn with the name Washington Redskins. Accompany with Marshall, the team and its games completely changed people's attitudes to football. Marshall not only plainly added some exciting factors to each match but also created a spirit of his team. This makes football become a kind of religion with its fans and audiences. Between 1937 and 1938, with the co-operation of Barnee Breeskin, Marshall and his team introduced the first fight song for a professional football team, which later called "Hail to the Redskins!" This shows that Marshall with his clever mind realized that there is no team can win forever in the sporting world but memories, emotions, and impressions will stay with time. (Preston 2012)

Over time, event marketing gradually becomes more developed and comprehensive with its practical life functions. Though it can alter from this form to that form, there are two key points survived with time, which are de-duplication and constant innovation.

2.2 Trends in event marketing today

Humanity has progressively entered the technological era. In fact, by the effects of modern technology, human society has transformed into a "networked information-based" society. In this "fast-food" society, every element needs to quickly adopt, update, and adjust to survive, including economy and event sector. With the changing characteristics in economic operation, which namely are informativeness and creativity, the way event marketing approaching potential customers also revises to meet the market demand. To be more detailed, in the creative economy, customer psychology becomes more and more sophisticated. They tend to be more independent and individual in lifestyle, they care more about environmental issues, and they are strongly affected by the digital network. Based on these facts, it is crucial for event marketers to realize and lead the coming trends. (Beech, Kaiser & Kaspar 2014)

One of the most typical trends in this twenty-first century is e-marketing. Although the marketing message has not been different, the way it is delivered to customers has evolved. E-marketing allows event marketers to influence audiences more efficiently despite time and location. However, as mentioned above, due to changes in consuming behavior, event marketers need to well-manage and control the amount as well as the quality of the information transmitted to customers. It is necessary that the update contents perform not only immediacy and real-time feature but also high interactivity. In other words, with the combination of social network and websites, communication between marketers and potential customers can become more convenient but also more complex. In this circumstance, communication means both providing required information and how to present it virtually and logically, which allows customers to be easily informed and followed by just a look. As Preston (2012) suggests in his book, the website interaction should be designed with the idea of putting designers in users' shoes, focusing on their thought process. Besides, offering links with topics related to the main event is also considered as a method to identify customers' interests and establish keywords for the website.

With the appearance of e-marketing, offline marketing has made improvements in order to regain its position and advantages. In fact, most of these changes lied in nature and forms of events. There are at least two trends emerging as the leading stars in event marketing world that can be listed by Preston (2012).

Green event – When it comes to climate change, it is not the responsibility of an individual or an organization but the whole society. In the book "Sustainable event management", Jones

referred to a program of event sustainability performance with international standard ISO 20121: Event Sustainability Management Systems established by the Global Reporting Initiative's Event Organizers' Sector Supplement (GRIEOSS). This shows the serious and professional perspective of the events industry toward the social responsibility and ecological issues. For event marketers, whether standing out or immerse in this worldwide phenomenon is based on personal choice, the key is understanding the eco-expectations of the target market. In reality, since the green label does bring many advantages to events, especially in reputation and public image, it has become an essential standard event benchmark.

Aging-population-related event – As it can be seen in Figure 4, aging population is a social issue that many countries are facing. The increasingly aging population creates a new potential market under the eyes of marketers. In this particular market, customers are older people. Therefore they are noticed by different fields such as medical, fiscal, governmental and residential care industry. Retiring cannot prevent them to be social, many of them are fond of joining their professional associations and keeping contact with colleges. It is also important to know that the young today will become the older in the future so along with "greener" trend, it is worth investing sector for all marketers. (Davidson and Rogers 2006)
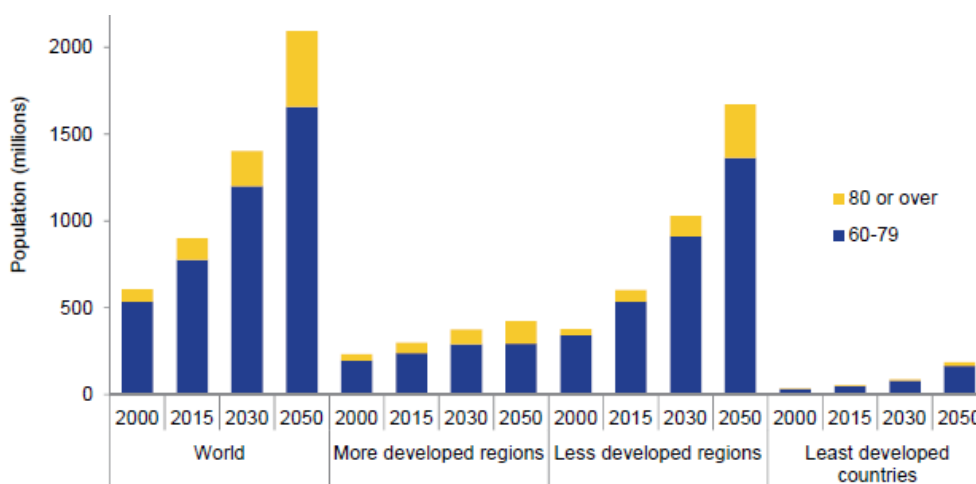
Data source: United Nations (2015). *World Population Prospects: The 2015 Revision.*

Figure 4: Population aged 60-79 years and aged ≥80 years by development group, 2000, 2015, 2030 and 2050 (United Nations, 2015)

2.3   Event marketing strategies

2.3.1   Five Ws

Regarding the utmost factors, which determine effectiveness and success of marketing in general and event marketing in specific, 5Ws analysis, helps constantly clarify the very first objects, and execution methods to achieve awareness of target attendees, improve visibility

and affluence of event in public. Since tightly relate to marketing, event management conduct characteristic similar to marketing management. 5Ws is consulting about Why- Who- When-Where-What.

WHY

Why is the event organized? What is the event holding for? This is the essential question primarily considered. For example, Toyota huge invest in organizing Press convention before launching new car line product, their purpose is spreading awareness to public as well as strengthening brand image in target customer. Product activation event is held periodically allows customer practically experience new product to gain attractiveness and go viral product awareness. Further capturing Why element, basically allows organizer design an event that aligns the ambition of company with target audience desire and requirement.

It is crucial to stakeholders and event planners discuss and forehand encompasses vision and mission of the event. The entire endeavor aims to gain audience awareness; tragically send them the product message and finally attain their interest in the product that will affect the purchasing behavior.

WHO

Who are the event's target audiences?
It is critical to emphasize the prospected attendees who determine the success of the event. The event is one of the marketing tools that imitatively influence direct customer or help to broaden product awareness. "Your target audience may vary, depending on the nature of the product being promoted" (Holyle 2002). Identify nature of target audience is helpful to design others crucial element of the event. For example, the target attendance of Press conference is media representative, consumer press. On the other side, the target audience of Product activation is the local consumers who directly purchase the product. According to various nature of target attendance, compelling promotion brochure, leaflet, performance are concurringly design to maximize attendant attraction and appeal them participate in the event. (Hoyle 2002)

WHEN

It is important to note that Timing is pricing. The strategic timing of an event aligns with marketing strategies. Timing needs vigilantly analysis to adapt to the requirement, characteristic of the event and target market. Strategy timing might be considered in term of Time of Day, Days of Week, Time of Year.

Time of Day

Scheduling an effective and suitable timeline is one of the key points to achieve event effectiveness. Daily timing is design to allow guest conveniently attend to the event. For example, Exhibition event schedule lasts for twelve hours from morning to night that is affordable for customers visit whenever they are available and therefore maximize event traffic. In contrast, Conference event is occurring in shorter timing that lasts for a couple or as much as three hours. Conference, meeting event usually planted in proper time that conveniently for guests arrive and leave. Coincidently, duration of an event is efficiently designed for a group of visitor willing to stay and initially assure their interest. (Hoyle, 2002)

Day of Week

Deciding on operating an event on weekends or weekday should be challenging considered that may influence by the demographic of target customers. A business convention is affordable to CEO, and other departments attend on weekdays rather than on weekends. The compulsory work-related events are preferred to complete on weekdays instead of spending personal time on the weekend for working issue.

Time of Year

The yearly events are generally organized according to the sale strategy of the company or on the special holidays. The beginning of the year is the golden time for the events industry when every company start launching new products and attempt to kick off marketing campaign in order to maximize sale target. In the other hand, ending of the year is time for the year-end conference, business meeting when the business commitment is getting lighter and affordable for attendees attend the event.

Local ethnic and religious, traditional, national holidays are advantage time for organizing an event. Intelligently take advantage of these pleasure times when people are willing to afford the time to experience something new. However, there are always two sides of the coin; timing on holidays might be ineffective if it is unregulated to the local traditional celebration. (Hoyle 2002)

WHERE

Choosing reachable, suitable location, the venue is essential to a successful event. There are many factors, aspects that influent in choosing a location for an event, normally are rental cost, scale traffic of passengers, transportation condition, demographic of local customer. "The location of the event can be the critical element in driving sales" (Hoyle 2002). The organizer should generally take advantage of the entire certain potential asset that may leverage quality of the event.

WHAT

Event planning is starting with the question: "Why we are holding this event" and closing with the question: "What we will do to execute the event impressively, successfully".

This question is the foundation to build up entire execution stage in planning, managing an event. We can base on a guideline to be well prepared, planning to build up an event but it is essential that every event mandatory have its own characteristic, unique and distinctive elements. Through the event, product message, company commercial image, future trends, key products are transferred to visitors. Understand What element is the key success to implement Why element via practical transforms which may infer to venue design, performance contends, key activities, staff appearance, acts.

Nevertheless scale and nature of promotion that may include in advertising, press release, leaflet, brochures design, mandatory, essential elements of " What, Who, When, Where, What" must be an impressive headline in whatever promotion channel and method is using. (Hoyle 2002)

2.3.2   Four Ps

In the middle of the 20th century Jerome McCarthy (1960) reconstructed marketing into 4 identical groups, well-known as the four Ps – Product, Price, Place, Promotion. According to the converse of the business market target segment, the marketers changed attention from provider's point of view into customer's point of view. The 4Ps has immersed into 4Cs – Customer, Cost, Convenience, Communication. In event management, the 4Ps and 4Cs are analyzed corporately to identify an integrated strategic marketing program, which necessarily fit the prospected proposition. The value proposition is the complex identity in mission, values, design, behavior and communication of instance customer needs and organization prospect. (Beech & al. 2014)

Product – Customer

Building an event is the same as offering a product. There is always the close-knit relationship of product and target customer needs. Defining success of event consults in the satisfaction of attendees. In the first stage of organizing an event, understanding market and target customer are one of the keys to success. Capturing fundamental information about local history, culture and behaviors may strategically help event obtain interest and attraction of target attendances. The event is an intangible product, which brings value to not only customers but also profit for the organization. Since creating activities to satisfy attendees, via event firm establish and improve customer relationship and customer loyalty. The event is the most powerful tool for firms to implement branding and to promote.

Price – Cost

How much the budget of the event? Is it free to enter or attendees will have to buy a ticket? Pricing and costing are always the essential aspect of business in general which needs strategically calculated and analyzed. According to nature of the market, the scale of marketing object, product segment, the budget to an event may significantly vary. For example, the range of budget to organize an activation event for consumer goods is smaller to the budget of an event for a luxury one. It is initially to assure that budget covers entire operation cost. Although, free entrance event is more likely interested, sell ticket event also earn customer attendance if the event has competitive price strategy which customer is willing to pay for the ticket. For instance, it is the huge expense for organizing an exhibition event, issuing ticket help organizer cover a sort of expenditure. It is importance to convince customers that the ticket price is worth to the value given in the event. Besides, other side expenditures are necessarily considered regarding transportation cost, hosting cost, food, and beverage.

Place- Convenience

Place- Location factor precisely influences to costing issue of an event. The incapable venue may drive event into wasting and failure prospect. Sometimes the limited of execution time and budget costing influence the decision making of marketers for choosing an available venue. It is difficult to justice the standard for an appropriated venue because of the decision bases on the typical requirement according to the type of that event. (Preston 2012)

Appropriated venue inherently concerns to implement the event planning in every department from designing, performance to activities. First of all, the venue has affordable facilities, which is capable of estimated number of attendees using during the event. The event is impressed because of its design and activities thus it is required the venue is capable of adapting to the special design and setup. As we mentioned, the convenience of attendees drives success and effectiveness of event planning; the event should be appropriately located in convenience place that target attendees can easily access.

Promotion- Communication

Related to communication channel and method that purpose event to gain the attention of target customers, promotion plays an important role in efficiency introducing and appealing the event in public.
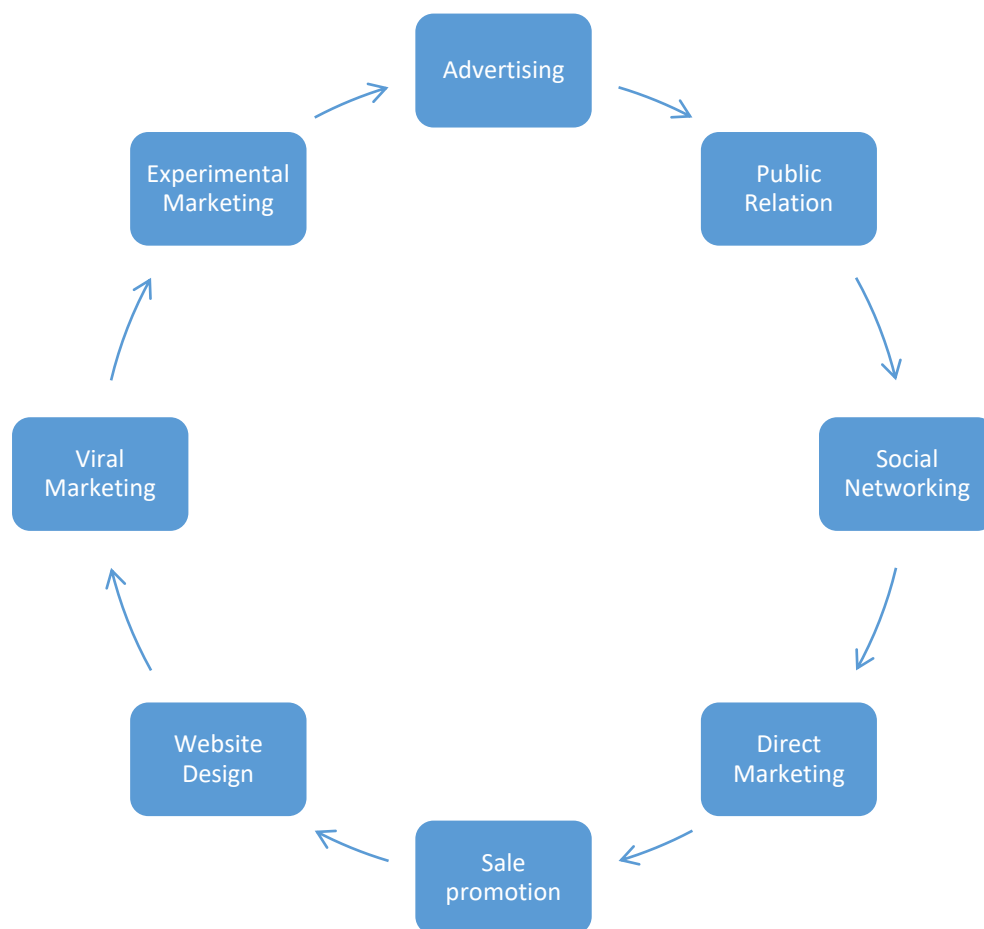
Figure 5: The event marketing promotional mix (Preston 2012)

A strategic advertisement is a powerful tool to firstly attract, persuade customers. In order to gain the customer's first interest and impression, it is essential to have an attractive, targeted, message that transparently tells customers what the event will bring to them. The information about time, location, the outcome value of the event, the benefits for attendees should mandatorily state at hard hitting of any advertising release. It is essential to carefully prepare the message content which will be positive or negative responded by the community. "Advertising can be the powerful tool- when it is done well". (Preston 2012)

Image design is the key player in gaining attractiveness, curiousness and maintaining the interest of the customer at the first sign. The first impression decides customers will be eager to read the further information. The image is not only design to gain attractiveness of customer, describe the event, it also strengthening, broadening the message, brand image of the company. Vigilantly prepare the advertising content will help to win customer positive perception of the event and generate awareness.

There are familiar tools to promote event campaign. Regarding the market and event, the promotional channel and campaign are particularly selected. One of the factors influences the

marketer's decision for a promotional campaign is the amount of budget. There will be pressure at play that defined budget requires marketers make an appropriated decision which is cost-effective and efficiently reach the promotional objectives.

E-marketing is tremendously participating which is more effectively and quickly transfer information in the electronic age. According to the significant participant of social media, marketers can rapidly, flexibly generate information via the social networks, and the internet.

2.4 Corporate events as business marketing tools

According to Bladen, Kennel, Abson & Wilde (2012), corporate events are the cause and consequence of the "experience economy" as well as the professional development of the events industry. O'Toole and Mikolaitis (2002) also claimed corporate events as the fastest-growing sector. There are some factors which directly or indirectly influence this growth of corporate events. Besides internal business factors such as improving sales, brand image visibility, staff morale, globalization is one the biggest driving factor. An international market means there are countless business opportunities are opened. Corporate events can respond to companies' demand for municipal promotional strategies which allows companies to survive and even grow under the pressure of the new economy. Combined with technological advances and the development of travel, corporate events have become decisive business marketing tools of this new era. (Bladen & al. 2012)

2.4.1 Typology of corporate events

Corporate events or business events are usual activities among private sector companies. There are many reasons for corporate events to be organized. Mostly they fulfill the needs of company's internal and external business communication. Corporate events are various in forms and scale, but in general, they all serve the company's business purposes. There are many ways to categorize this kind of event. Below is the Table 2 representing five fundamental types of corporate events listed by Davidson and Rogers (2006).

Corporate events					
Types	**Annual general meetings**	**Sales meetings**	**Staff training**	**Product launches**	**Incentive trips**
Main activities	● Shareholders are invited ● Approve the dividend ● Discuss and decide the company's activity orientation in next year	● Sales department is departed information related to sales (market share, competitors) ● Boost team spirit	● Employees are trained to update skills and knowledge	● Introduce a new product or service to the market	● Praise and award employees with excellent performance

Table 2: Types of corporate events (Davidson and Rogers 2006)

Later on, exhibitions, also known as expositions, industrial shows or trade shows, is added to these five types of corporate events above due to its role and achievements in the event marketing industry – "A display for public view of products or promotional materials for the purpose of public relations, sales, and/or marketing." (Goldblatt & Nelson 2001, 73.)

Apart from that method, Beech & al. suggest that Corporate events can also be sorted into three groups by the participants – internal, external and mixed (Table 3) or – legal/institutional, commercial and social- by the key objective of each event (Table 4).

Corporate events			
Types	**Internal**	**External**	**Mixed**
Participants	Employees only	Non-employees	Both
Event examples	Strategy meetings, team-building days, staff training	Shareholders' meetings, product presentations	Product launches, corporate hospitality days

Table 3: Types of corporate events by participants (Beech & al 2014)

Corporate events			
Types	**Legal/institutional**	**Commercial**	**Social**
Objectives	Electing or voting	Increase sales	Strengthen network and relationship between company's representatives and key clients
Event examples	Business strategy meetings, human resources meetings (ex: electing director)	New product presentations, sales training program	Team-building events, corporate hospitality days

Table 4: Types or corporate events by objectives (Beech & al. 2014)

2.4.2   Stakeholders in the corporate events sector

The corporate event sector comprises with many parties, which grouped into identified boards of categories: Demand, Supply and Intermediate.

Demand

Demand party is those use the locations and events for their business purpose regarding create profitability in business or improve internal intangible asset, for example: labor force capacity, working attitude, and commitment. In the other hand, the attendees, customers, guests have personal demand for events they took part in. The demand may vary according to nature of events and personal purposes, which may be concerned about learning the new working skills, opening working relationships or introducing new products. (Beech & al. 2014)

Supply

The party provides products and services required for the event is known as the suppliers. The supply party comes from various sectors such as venue provider, accommodation provider, goods, and service provider. For instant, hotel and conference center offer venue and space; food and beverage organization provide food and drinks, tea break, gala dinner service; clothing store, tailors may adapt for specific custom design using during the event. (Beech & al. 2014)

Intermediaries

Intermediaries are identified as the middle man of supplier and buyer. They in charged in the wide range of tasks, which might concern in the tasks of either supplier or buyer. The intermediaries work on behalf of company or organizer meet up with supplier making the business negotiation and signing the business contract. In this term, they act as the buyer. On

the other hand, intermediaries play as supplier role when they suggest event planning, offer event services and activities to organization or firm who are seeking for a relevant event.

As playing an important role in the chain of event operation, the intermediaries are generally and superlatively acknowledge entire categories included in the event from planning to execution sectors. (Beech & al. 2014)

2.4.3 Internal corporate event inclusive

There is a tight-knit relationship with all internal departments and the event. Companies orient to gain the market competitiveness, product awareness through the event. Apparently, the employees ultimately implement the marketing strategies. While marketers pioneer marketing strategy, identify the concept of products; the intangible messages of products are transferred to customers by the contribution of all the staffs at every department. Corporation event is the occasion for employees to share, exchange knowledge of the product, and to enhance, inspire company's vision to internal employees. Participating in the event, employees assert that their values contributed to the company are notable and recognized. Thus, enhancing employee's motivation, belief, and reverence of products that accordantly secures success of marketing and launching product. (Preston 2012)

There are difference kinds of event in the manner of corporation event. According to purposes of the event, the target audience is distinctively identified. There is important internal department whose input knowledge helps to identify target object of the event and to analyze target audience in order to maximize attendees and gain substantial income from event operation. (Preston 2012)

Executive management
Executive manager is a team or a person who in charged with making important decision or direction on planning and executing an Event. Executives assert general insight aspects that involve in create an effective strategy. (Preston 2012)

Marketing management
Marketing management is about asserting the distinctive activities concerning to the event. They generally supervise marketing activities, suggest and provide marketing direction. Their participant in the process brings expertise and efficient consultant to the planning and operating the event. The function of marketing is the align connection of market driver and marketing executive. Marketing management supervises event marketers' operation in the effort to gain the appropriate benefit of the event to other stakeholders and make the measurement of the effectiveness their participant in the event operation. (Preston 2012)

Human resources management

Human resource management works related to select, appoint appropriate people and assign specific tasks to them working on the event. Their tasks are involved in choosing people, planning, assigning and training specific tasks and knowledge about the event to working staff. They are responsible for securing the efficient corporate working of entire staffs. Human resource management is essentially required to identify the personal capacity and ability of employees that drives to the successful and effective workflow. Besides the executive task, human resources management responds to identify and adjust the labor cost, which directly influences event budget and expense.

Sale management

One of the essential functions of the corporate event is achieving sale target. Sale management is those who determine sale target after analyzing event prospect and market situation since they can execute specific sale activities encompass with other activities in the event. The responsibility of sale management is taking advantage of entire material and sources to encourage and implement sale strategy. (Preston 2012)

Procurement team (Logistic team)

As running an event, there will be the huge consumption of material, resources. The procurement team takes the responsibility in evaluating, purchasing, locating and allocating products and material using during the event. They are dealing suppliers and distributors, making the decision and negotiate for product purchasing price. While the event is running, there will go with the epic environment and situation on site. Well preparing and managing material and product helps the event run more systematically that is depended on the coherent corporation of the backstage team and other departments. (Beech & al. 2014)

Suppliers and distributors

Suppliers and distributors contribute as partners on operating event. They are organizer provide products and service necessary for the event. There are difference forms of supplier regarding the type of products and services they provide. For the instant, the hotel university offers the premium venue with the meeting hall, luxury lobby for the business conference event. Restaurant and cafeteria provide food and beverage, cocktail break, tea break serving for attendees on the events. (Beech & al. 2014)

Finance division

The team or department is in charge of managing and controlling the profitability of the entire sources of expenditure. Their analysis and calculation directly influence any investments using in the event. Finance division highly responds for proving the reason for cutting or approving expenditure spending for activities of the rest of department. The event budget, post cost

report is forecasted and provided by this department, and they are the standard to secure appropriated profitability of the event. (Preston 2012)

2.4.4 Corporate events in the marketing mix

With their characteristics and advantages in business, corporate events have increasingly proven their position in the events industry. This is partially confirmed by the data from Center for Exhibition Industry Research (CEIR) cited by Stevens (2005). The figures revealed in 2000 there were 13,185 trade shows held in the United States and Canada, 85% of them were business-to-business trade shows. In addition, CEIR also indicates the research conducted in 2001 that there were 53% of Chief of Executives (CEOs) would appear in three to five trade shows per year and 84% of trade shows attendees were in charge of their companies' buying decisions. However, in fact, many marketers have to consider between demand and price when deciding to organize a corporate event, at which point that it will affect the buying power of customers (Figure 6). In summary, corporate events can be extremely effective marketing tools in business if they are appropriately and carefully implemented with marketing mix and communications mix. (Jackson 2013)
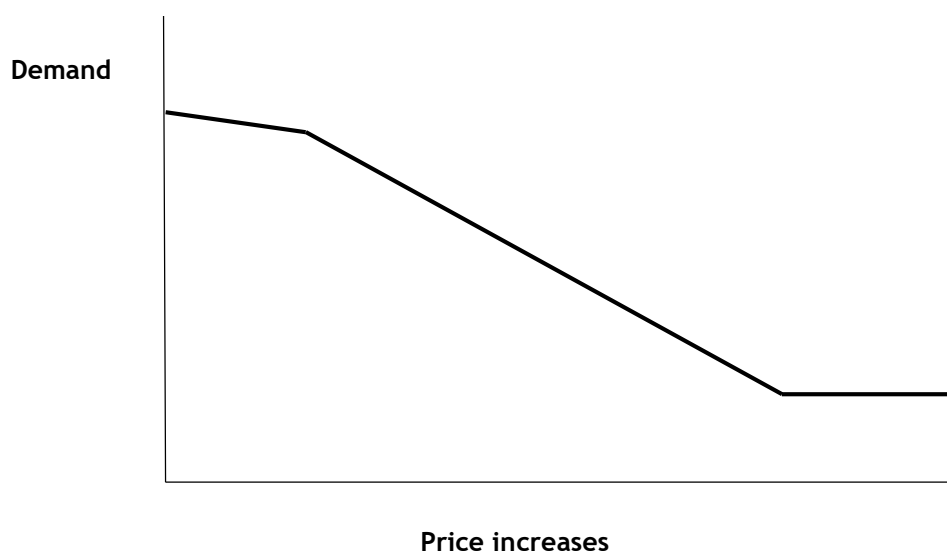
Figure 6: Gabor and Granger Demand response curve, 1961 (Jason 2013)

Firstly, there is a fact needed reasserting: "Business events are a hybrid sales and marketing activity." Because of that, a corporate event should always follow a unified strategy which is agreed before by all parties. The problematic relationship between marketing and sales is also a matter to consider. Although conventionally marketing's role is to support sales, this correlation sometimes opposites each other due to their natures. Whether focusing on marketing or sales, it is important that marketers know who are their target groups and set

clear goals for every stage of the event. Following up disciplines while keeping flexibility in each specific behaviors are the keys to control customers' experience, ensuring messages right-delivered. Here, there is an additional note that only an all-goal-achieved event is regarded as a functional business event marketing tool. In order to do that marketers should recognize that a successful event will be a big improvement in marketing and to succeed an event need to be promoted, advertised by marketing activities. Thanks to these above, the power of corporate events in connecting and strengthening relationships between the company and its potential customers is expressed maximum, which is also known as relationship marketing. Figure 7 with the customers' loyalty ladder from Christopher, Payne, and Ballantyne (2002) can explain this concept more clearly. In most cases, both the company and the customers are given chances to mutually understand: the company can leverage time to advertising, and the customers can have their ideas toward product or service listened by the company. In other words, throughout the event the company may get the attentions from the customers in a focused way, temporarily outshining its opponents. (Stevens 2005)

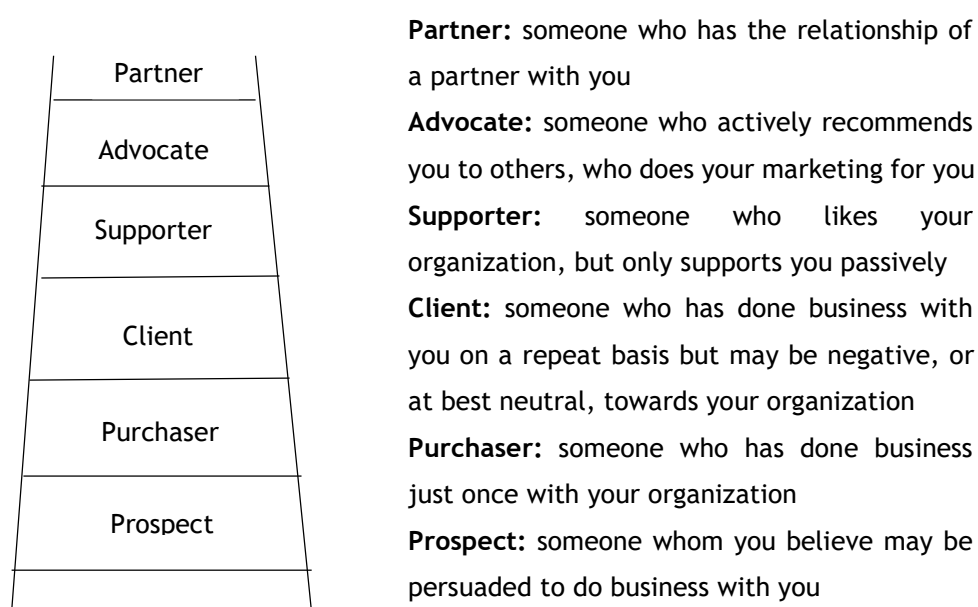| Partner | **Partner:** someone who has the relationship of a partner with you |
Advocate	**Advocate:** someone who actively recommends you to others, who does your marketing for you
Supporter	**Supporter:** someone who likes your organization, but only supports you passively
Client	**Client:** someone who has done business with you on a repeat basis but may be negative, or at best neutral, towards your organization
Purchaser	**Purchaser:** someone who has done business just once with your organization
Prospect	**Prospect:** someone whom you believe may be persuaded to do business with you

Figure 7: The loyalty ladder (Christopher & al. 2002)

Except the strengths mentioned, corporate events also have weaknesses. In most cases, organizing a corporate event is highly cost. Sometimes, the benefits cannot compensate for the investments. This even highlights more the conflicts in the marketing-sales relationship. Not only that, an unsuccessful event may lead to the customers' disappointment, aggravating or losing their loyalty. Being the heart of an event guarantees the concentration of brand message delivery but also decreases the company's competitiveness through benchmarking. Therefore, it normally is difficult for the company to invite some key clients, VIPs or influential people as they prefer being able to converse as a group. (Stevens 2005)

Table 5 below displays capabilities of corporate events synthesized and analyzed by Stevens (2005).

Strengths	Weaknesses	Best Applications
● Controls the customers' brand experience ● Eliminate competitive distractions ● Can sometimes be designed to break even	● Expensive cost per contact ● No ability for customers to compare competing products ● Can be difficult to persuade important clients to attend	● Enhancing relationship with current customers ● Cross-selling and upselling ● Moving qualified prospects along the sales cycle ● Learning about customer problems and needs

Table 5: Strengths, Weaknesses, and Best Applications of Corporate events (Stevens, 2005)

3   Event planning and managing

In the previous chapter, event marketing and corporate events along with their influences in the marketing industry are introduced and set in a big picture. To be continued, a guideline for planning and managing a corporate event with knowledge base will be presented and explained step-by-step.

3.1   Event planning process and concept

Planning and managing a corporate event always is a difficult puzzle even with professionals or experienced experts. However, it is not like a mathematics answer with fixed figures. Planning and managing a corporate event is can be imaged as an ingenious and artful mixture of discipline and flexibility in divergent situations. Although there are many methods used to plan and manage a Corporate event – a typical example is Allen's traditional guides presented in her book "Event planning" (2000) or (Figure 8), with such characteristics, a baseline plan, which gives a basic guidance yet still allows any event manager to be as creative as they desire, is chosen as a problem-solved solution. Moreover, since every event has its life cycle and may contain many different resources, O'Toole and Mikolaitis (2002) introduced a concept of applying Project Management Processes (Figure 9) to corporate events as an improved reformation in Event Management. Basically, this model does not change the structure of organizing an event but the approaching way. There are many advantages that it can offer despite the undeniable functions of traditional methods.
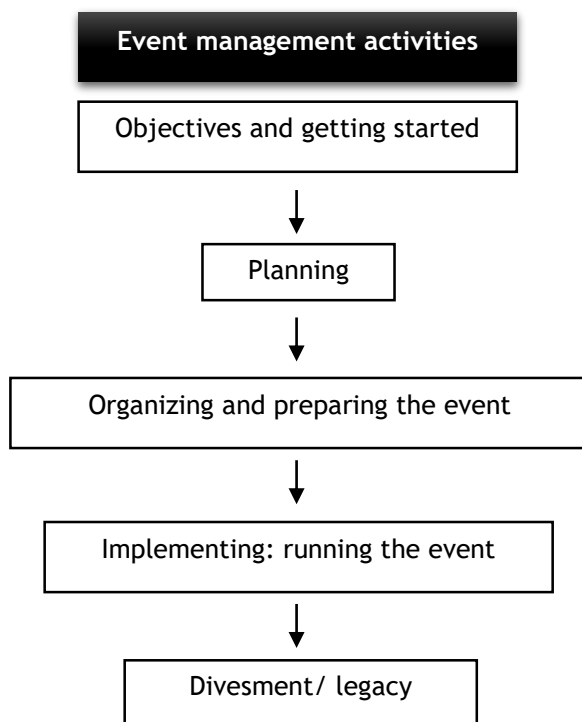
Event management activities

Objectives and getting started

↓

Planning

↓

Organizing and preparing the event

↓

Implementing: running the event

↓

Divesment/ legacy

Figure 8: Planning as a management activity for an event (Shone and Parry 2002)

Project Management Process

Project Definition ▶ Product Breakdown Structure

↓

Scope of Work

↓

Work Breakdown Structure

↓ ↓ ↓

Risk Analysis | Scheduling | Costing

↓

Baseline Plan ▶ Control Documents such as Budget, Gantt chart, Risk plan
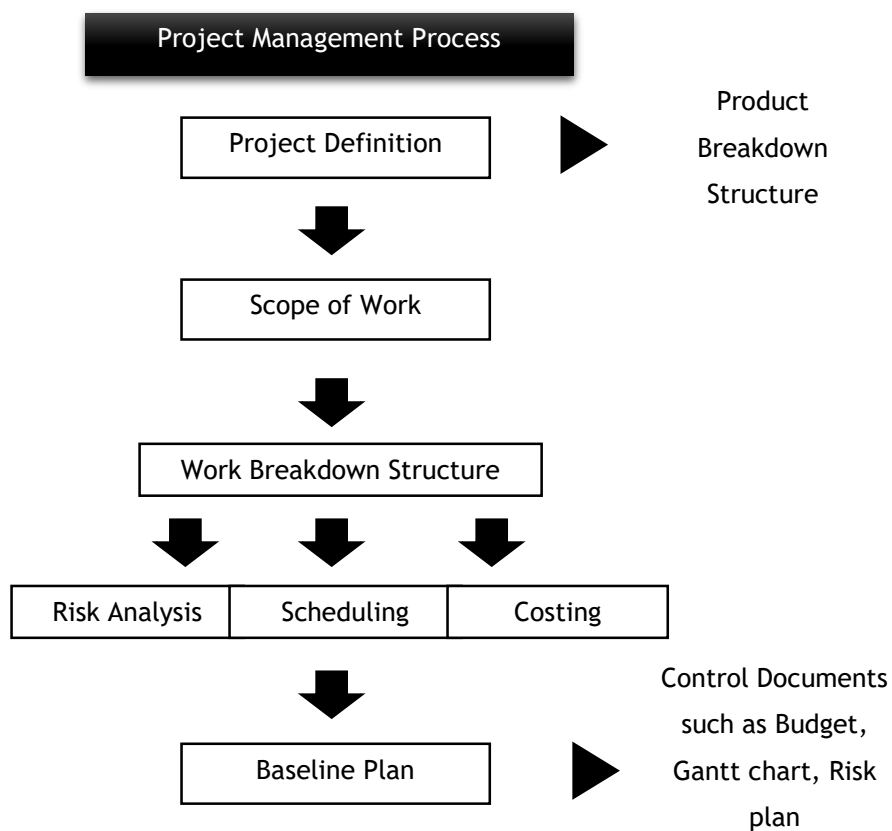
Figure 9: Flowchart of the Project Management Process (O'Toole & Mikolaitis 2002)

Briefly, using Project Management Processes for corporate events can be understood as systematizing corporate event management. A systematic plan allows managing and controlling process to go more smoothly as well as makes it easier to spot and reduce risk factors to a minimum. Contemporaneously, its practical organizability and flexibility in the communication enable event managers to expand the scale of the event without any disorder or confusion. (Bladen & al., 2012). All related parties or individuals can clearly recognize their own responsibilities and accountabilities. This helps diminish unnecessary steps, saving time and other resources for more important parts. Besides, to look at the long-term development, this model also have the ability to self-modify and self-improve. It creates a professional project management environment which supports training staff with empirical knowledge and experiences from other previous events in the industry. (O'Toole & Mikolaitis 2002)

Due to those reasons and intention of intensifying the thesis' applicability, the writers aim to cover O'Toole and Mikolaitis' method which will be explained sequentially below.

3.1.1 Project scope

"All road leads to Rome" – Like all other event management methods, the first step of organizing an event is to identify the purposes of the event – what is the target and why should this event be held? However, with Project Management Processes method, its first step - project definition entails more extensively.

According to O'Toole and Mikolaitis (2002), there is another way to call project definition – project charter- as it includes not only clients' declaration of event purposes but also their undiscovered determinations toward the event. In other words, whether the project definition is presented long or short, it is essential to specify the event's direction, the more detailed the better as it is easier for later adjustments. There are some fundamental aspects that the project definition should at least contain such as event description (ex: mission, vision, goals), roles of all related parties, what and how much resources are going to be used, work schedule and authority. Here, the most important point is coming to the agreement of resources used among sides as this effort will help simplify disputes in next steps. Moreover, setting up several small goals throughout the plan besides the biggest objective is also a good tactic.

3.1.2 Work breakdown structure

Work breakdown structure is the next important step in O'Toole and Mikolaitis' Project Management Process. Principally, it analyzes and lists out all works needed for planning and organizing an event. These works based on their critical level toward the event will be appropriately arranged and then divided into smaller activities or tasks. In other words, this model allows event managers to peel and split a complex project into simpler units.

There are various measures that can affect the work dividing stage such as program element – what activities required in the event, location, and function. It totally depends on the clients' and event organizers' intention or merely benefits the event final objective. In reality, people normally combine these measures in order to fully cover every aspect of the event, avoid any shortcoming.
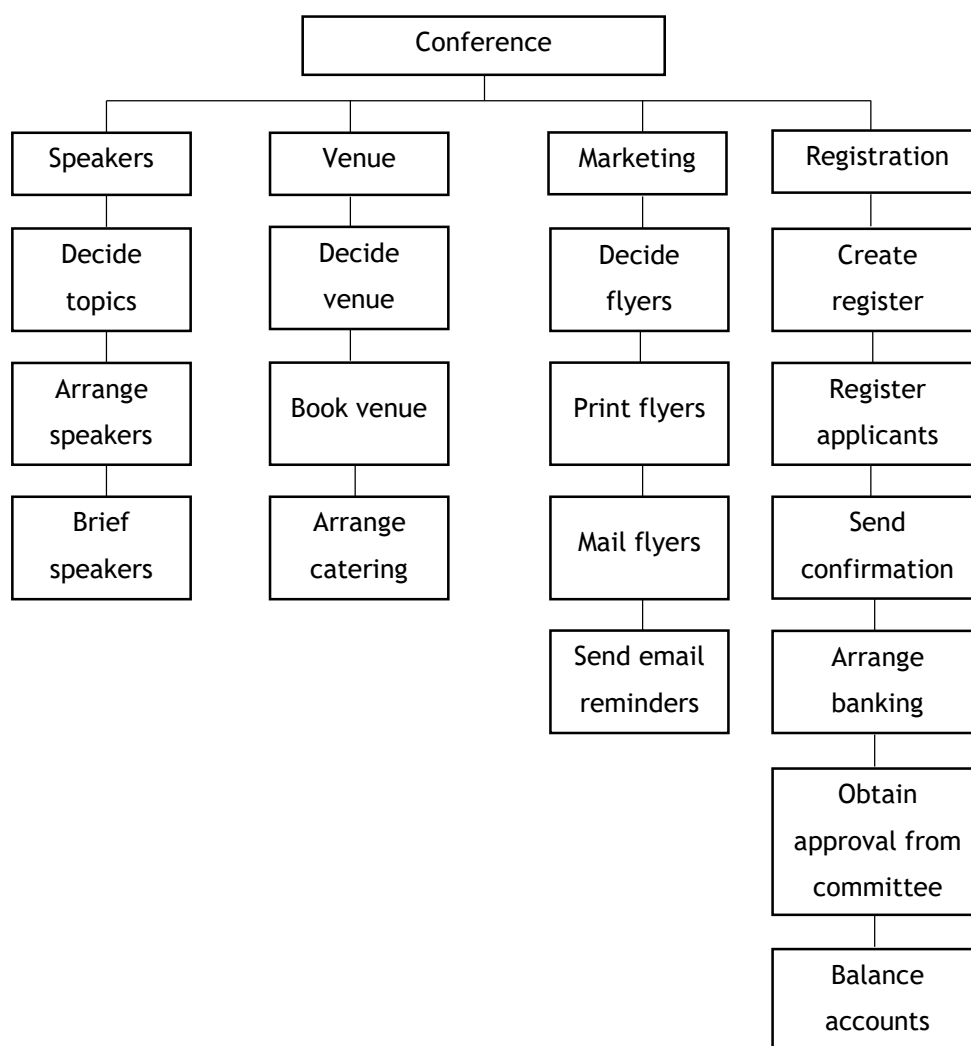

Figure 10: A Work Breakdown Structure of a conference (EventMB 2007)

Figure 10 is an example of Work Breakdown Structure of a conference presented in EventMB's article. As it can be seen in the figure, every element of the conference is demonstrably outlined and divided into smaller tasks. This helps not only the event managers and the clients follow the progress but also all staff understand their roles – what should be done and by whom. Moreover, look at Figure 10, although all of the activities are quite detailed listed, it is still possible to expand "Arrange catering" part with a higher level of specification - work package- such as setting up menu, choosing food and drink, assigning works for catering staff. This once

again expresses the mobility and potential of using Project Managment Processes for Event Management. (O'Toole and Mikolaitis 2002)

3.1.3   Scheduling

In the planning process, scheduling is the last step, which allows event managers to attach all earlier planned tasks or activities to the timeline. To appropriately arrange project tasks, Critical Path Analysis methodology is often used. On other words, it is a process that event managers analyze and estimate the dependency of a task to another – how long it is completed and does its completion time affect next activities. There are four elements to notice a critical task in this method, which is presented in Figure 11.

Earliest Start Time (EST)	Lastest Start Time (LST)
Activity description	
Duration	EST - LST = Total Float
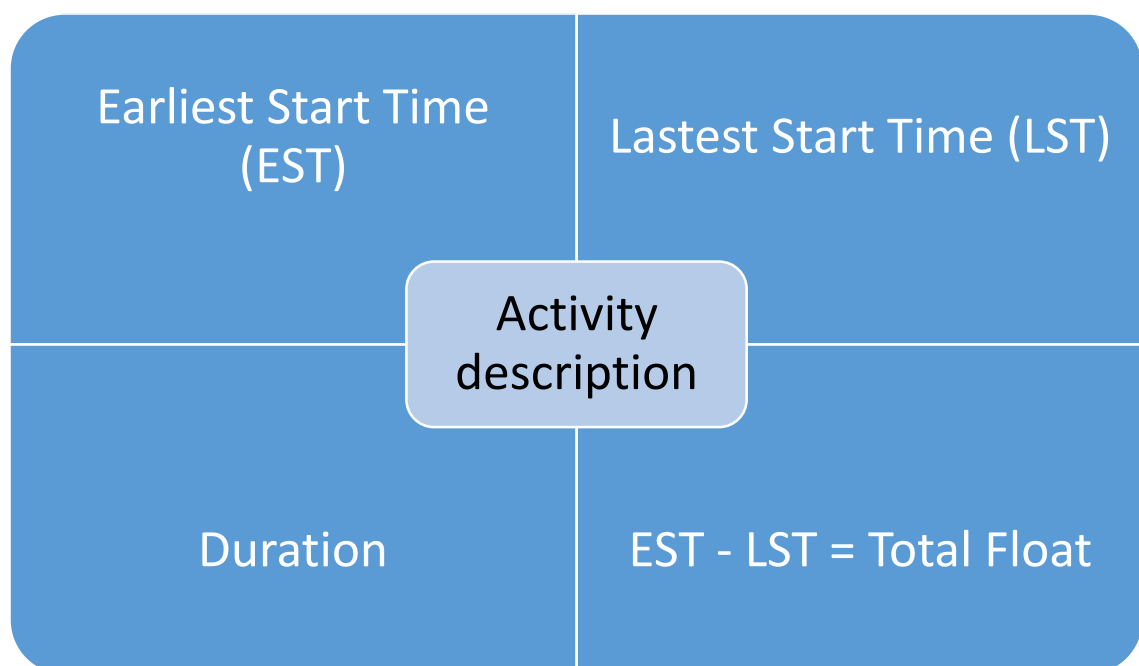
Figure 11: Activity notation of Critical Path Analysis (Bladen & al., 2012)

After this Critical Path Analysis methodology, tasks will be decided to schedule parallelly or serially. Mostly, this can also be influenced by available resources and external factors that some tasks should be done at the same time whereas others should be done in orders. The most straightforward and visible way to display these work orders is a Gantt chart, which is recommended by many book authors such as O'Toole and Mikolaitis (2002), Shone and Parry (2004), Bladen & al. (2012). The Gantt chart is considered as an effective managing and communicating tool in most projects. Despite its simple and graphical structure, it enables to contain, administer and supervise an extensive number of tasks and people involved in a corporate event. Figure 12 below demonstrates a simplified Gantt chart.
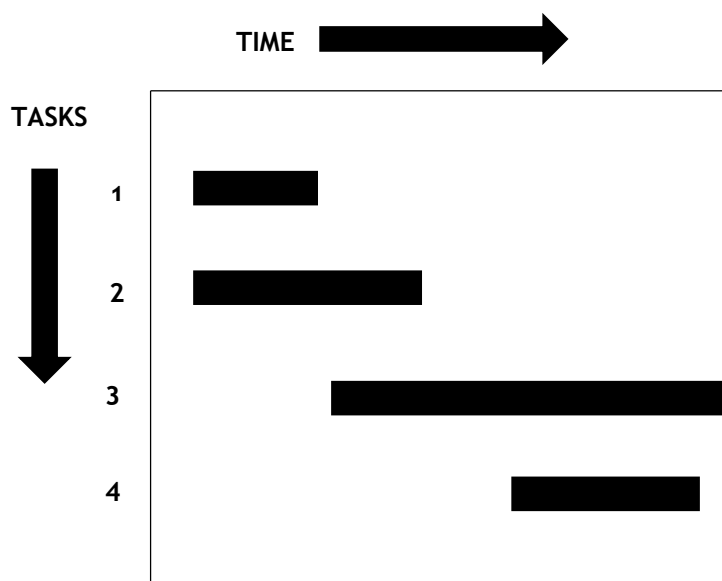
TIME

TASKS

1

2

3

4

Figure 12: A simplified Gantt chart

3.2   Event design

3.2.1   Venue and site

One of the most important elements of event management is choosing an appropriate source of the facility to build up an event. According to the nature and purpose of the event, the event is holding outdoor or indoor of the facility. The term "venue" named for the structures in- side and the term "site" named for the structure built outside the facility. When choosing a proper venue or site for an event, there are two aspects should be taken into consideration: the functionality and the suitability of the venue for the special purpose of the event. Site or venue is the space capable of every activity of the event cooperatively happen. The proper facility is determined whether it can implement the event design and event's activities design plan. (Wagen and White 2010)

It is essential that the venue is suitable to adapt for the booth or stage design, spacing capacity for estimated number of attendees and cooperated activities. All the advantageous and disadvantageous elements of venue determine the profitability and opportunity of the event. Thus, event organizers should carefully consider the site in both certain problems and opportunity perspectives. (O'Toole and Mikolaitis 2002)

According to Wagen and White (2010), there are aspects of events should be taken into account to determine the capacity and prospect of the venues and sites. These include:

- Design themes, concepts
- Estimated number of attendees, nature of target attendees
- Performance or staging composition
- Estimation of accessibility and capacity
- Budget parameters and location
- Event duration, timing expectation

After determining an appropriate venue, the detail site inspection of venue accessibility is taken into consideration. It is important to design the booth and activities for attendees and stakeholder access the event conveniently and safely. The elements may contain (Wagen and White 2010):

- Main entrance location
- Public transport access
- Parking
- Stairway and lift
- Entries and exits
- Toilet facility
- Other stakeholder sources: cafeteria, supermarket, hotel, restaurant, kid playing yard

The final stage of venue preparation is completed with the final contract, which indicates the agreement and commitment of organizer and venue provider. In the contract, it is essential to indicate transparently the firm related to estimated numbers of relevant issues such as attendees, using square meters, timing limitation, cost and side expense. The contract is necessary to detail with the physical dimensions of the venue and limited using square or location. The map of the venue with two or three-dimensional models is available for organizer having the accurate and general estimation and measurements for the venue design. The final commitment of offering services and facilities, technical capacity and equipment installment capacity are also the important negotiated issues between two parties and mandatorily clearly stated in the contract. (Wagen and White 2010)

The following map (Figure 13) describes the process of venue and site selection.

Research	• Use sertance sourse of information to conduct the list of available venue and site
Compare	• Put under consideration the advantages and disadvanatages of the comparative venue
Evaluate	• Evaluate the quality, capacity of venue qualifys for the requirements of event design and activities.
Negotiate	• Discuss and negotiate about the service and legislation with venue and site provider
Risk Mangement	• Clarify risks and propose proper solutions
Tentative booking	• Make the reservation and agree the general commitment
Stakeholder communication	• Provide transparent and redundance briefings to stakeholders in the manner of site positions or offering service and product.
Rationale	• Propose the rationale and measurement for the venue design.
Approval	• Gain final agreement

Figure 13: Site and Venue decision process (Wagen and White 2010)

3.2.2 Stage and booth environment

Stage and booth are the designed space, structure in which the event is happening. Primarily, the main important factor of stage or booth design is arranging and allocating every single inch of using a square of a venue suitable for the production or activities. The production may relate to the performance, the meeting or the exhibition. (Wagen and White 2010)

When allocate, design the stage or booth, it is essential to take into the account, the influences of stakeholders activities, contribute to the events. The major stakeholders are the performers, audience, and organizer. In the field of corporative events, stakeholders also related to the staffs and client. (Wagen and White 2010)

Booth design consists of the purpose and theme of the event. The special, attractive design may help to gain attendees awareness and curiosity. The design requires the intensively preparation and analysis because it consults in the huge investment, according to the scale and

budget of the event. The design specifically related to the costing and pricing, the content of performance or audience, event schedule and specific technical needs.

Layout

The layout of event venue consistently influences the allocation of the activities of stakeholders to participate in the event. The design team our outsource supplier have to work accordance with organizer to consist the booth design with the event plan. (Wagen and White 2010)

Décor

Interesting, unique and attractive decoration and design may involve consistently in the theme and concept of the event. Through the items of decoration, the product message or conduct of event is reflected and physically described. (Wagen and White 2010)

Lighting and Sound effect

The lighting effect is important to leverage the dramatic effects of venue design, according to the design purposes. Combining with the lighting system, sound effect may influence mood and feeling of attendees. Sound and lighting system is powerful tools to direct and control the emotion and speed of event operation. While the lighting system helps to gain the attraction on the specific highlight, the sound system can evoke or calm the emotion, gain attraction with active speaker or music. (Wagen and White 2010)

Vision

It should be taken into account that entire design items and units are necessarily aligned with the convenience, comfortable and safety of participants. The corporative design must be adjusted to maximize the observable capacity of attendees or audiences. The event is the also the advantage occasion for companies broaden and marketing their brand and product image. Thus, the brand image, brochure, canvas, and the logo should be located at the position that easy to gain attraction and assertion of attendees, visitors. (Wagen and White 2010)

3.3   Human resources

According to Raj & al. (2013), human resources management (HRM) is defined as "a process of organizing and effectively employing people in pursuit of organizational goals". In event management context, the role of HRM becomes more important than ever as it is one of the most crucial elements in any event company.

Due to the event management environment's characteristics, HRM process (Figure 14) may be restrained depending on the event life circle. The first part – HR plan - should be created based on the structure and complexity of a corporate event which is similar to HRM in event organizations explained by Beech & al. (2014). Relying on the clients' requirements and

available resources, planned works and duties can be arranged by event activities/jobs or HR departments such as marketing, finance. This process is also known as job analysis and job description. In the next stage - recruitment, there are two types of labor source in Event Management, which are volunteers and paid staff. Each of them has their own advantages and disadvantages. When it comes to using volunteers, Tum, Norton, and Wright (2006) claimed that event volunteers are not different with other kinds of volunteers. They are usually introduced by the sponsors and local community. Their strengths derive from their enthusiasm, artistical and technical creativity. Many event companies may have intentions to utilize this free and potential workforce. However, there are several downsides that event managers need to consider. Except who already had earlier experiences, most volunteers lack necessary skills whereas because of the short-term nature of many event projects, event organizations are hardly able to spend time training them. Moreover, since they are a free workforce, it is also difficult to control the time and the amount of work that volunteers contribute to the event. In this situation, event managers have to carefully regulate the staff to meet the HR increase and decrease demand for each stage of the event project (O'Toole 2011).

In the training stage, though the training content may be different between volunteers and paid staff, the core purposes of motivating and developing staff's skills and knowledge remain. To support this, Raj & al. (2013) emphasized to "treat individuals as a vital asset" and give them favorable conditions to maximize their abilities. With volunteering groups, in order to ensure the event quality, this force needs a higher level of concentration in the training program, especially in leadership and motivation. Instead of traditional incentives for paid staff such as promotion, salary increase, other motivational methods are recommended. Event managers can start the training program with a team-spiritual and enthusiastic conversation, elicit the joy and fun in the event activities. In addition, providing opportunities to learn new skills and gain valued experiences (self-esteem), encouraging and giving appraisals when necessary, confirming volunteering post-event certificates are a few advice from a diversity of HRM measures in Event Management. Hence, these efforts will gradually build up and consolidate the task delegation among the workforce. This organizational culture guarantees a future improvement in the staff's professional and responsible working attitudes and styles rather than simply receiving and doing tasks. (Tum & al. 2006)

To be more strictly, some event organizations use Key Performance Indicators (KPIs) as an evaluating tool though it is difficult and promiscuous to apply in HRM (Wagen and White, 2010). Mostly, the quality of HRM process will be controlled and evaluated by supervisors, managers or senior managers. This may include regular reviews, collective feedbacks, the amount of individuals' contribution to the common goals.
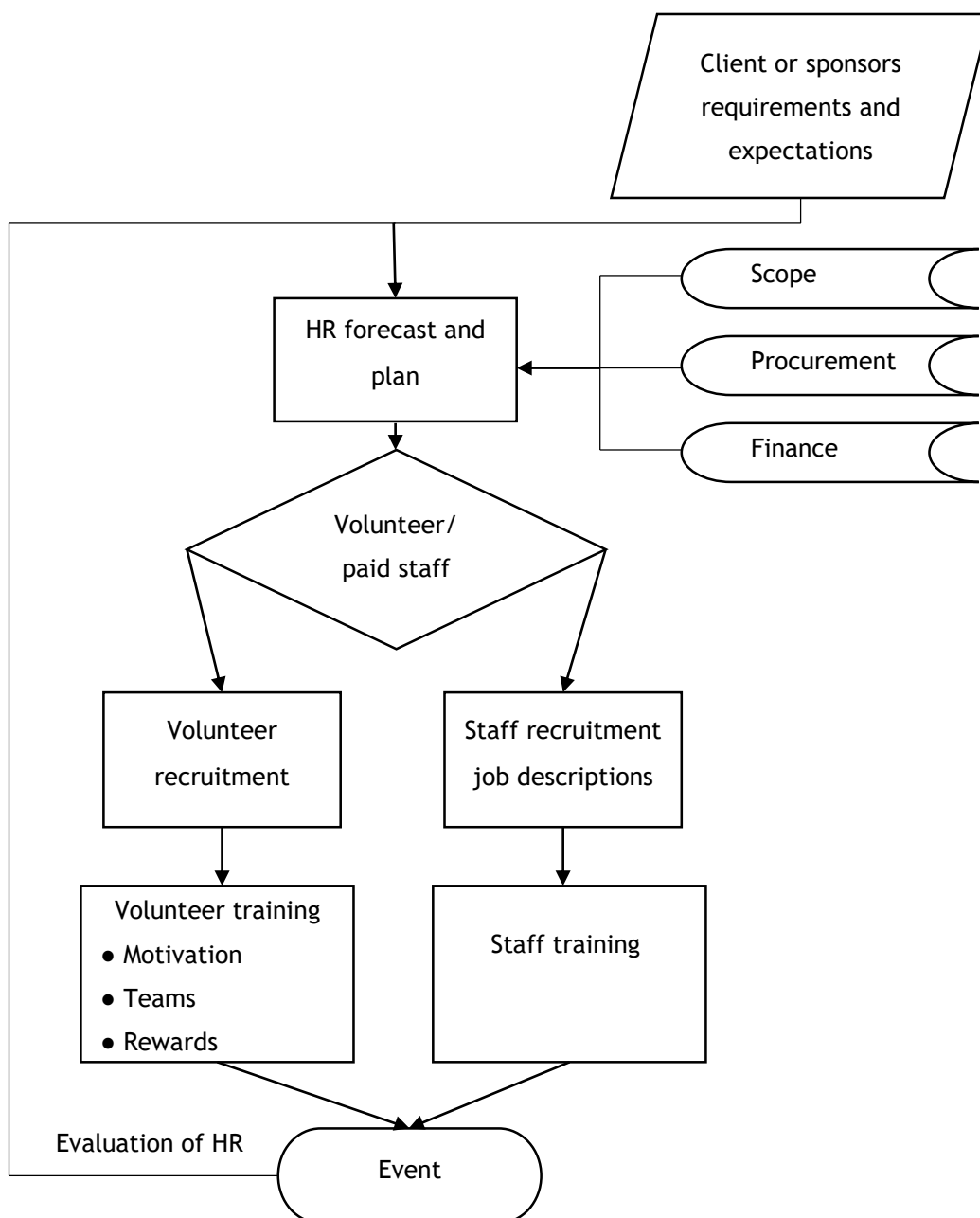
```
                                              ┌──────────────────┐
                                             /  Client or sponsors \
                                            /   requirements and    \
                                           /    expectations          \
                                          └──────────────────────┘
```

Figure 14: Human Resource Management (HRM) process (O'Toole 2011)

3.4   Budget

The importance of budget in event management shows in its ability to decide whether an event is decided to be organized or not. This fact is extremely true when it comes to business events or corporate events. Any event organizer without certain accounting knowledge should be able to ensure the event's ability to pay its expenses. Managing budget is an influential part of event planning, it not only requires event managers to appropriately decide which work and how much needed to spend but also examine their negotiation skill when controlling cash flow and bills to pay. Nonetheless, finance management with event managers is not only numbers and

mathematics formulas, but it is also more about understanding and being able to communicate financial information and documents to event stakeholders. To be more detailed, events managers should be prepared since different people interest different financial areas. For example, employees and volunteer concern about how much and when they will be paid while suppliers care about whether their receivable accounts will be paid on time. (Bladen & al. 2012)

Compared with accountants or financiers, financial principles and concepts that event managers need to adopt are more fundamental. Instead, they will have to be more sensitive to the market changes, costs of products and services available, tax authorities. To start an event budgeting, it is always essential to keep in mind the business objectives. Here, the financial objectives will stick with the event's original objectives, whether it is supposed to make profits or simply covers its costs. If it is to just reach the break-even point then how much can be spent and by whom, whether by the clients, sponsors or the event company. (Shone and Parry 2004)

To narrow the distance between objectives and resources available to achieve them, it is important to check and adjust the objectives as well as needed resources if necessary before operationalizing strategies and allocating responsibility. From initial objectives, work packages are divided into smaller tasks and activities then assigned to departments. Until this step, event budget preparation actually happens. It is because budgeting is not a single process but an integral step of event planning. There are two key points when preparing event budget: "how much" revenues and costs and "when" they occur. However, other than just listing out income and expenditure, preparing budget may be more complicated. The ticket price is an example. Aside from avoiding such regular mistakes like setting the ticket price before the event budget preparation and failing to cover extra costs, event managers have to carefully consider between price and customers' demand. It does not mean that cheap tickets can ensure the number of attendees but the marketing strategies and target groups. After the budgets are approved, they will be implemented, measured and controlled. All explanations above describe the event budgeting process (Figure 15) as a continuous process, supporting the meaning of the event budgeting as "the overall plan of a business expressed in financial terms". (Bladen & al. 2012)
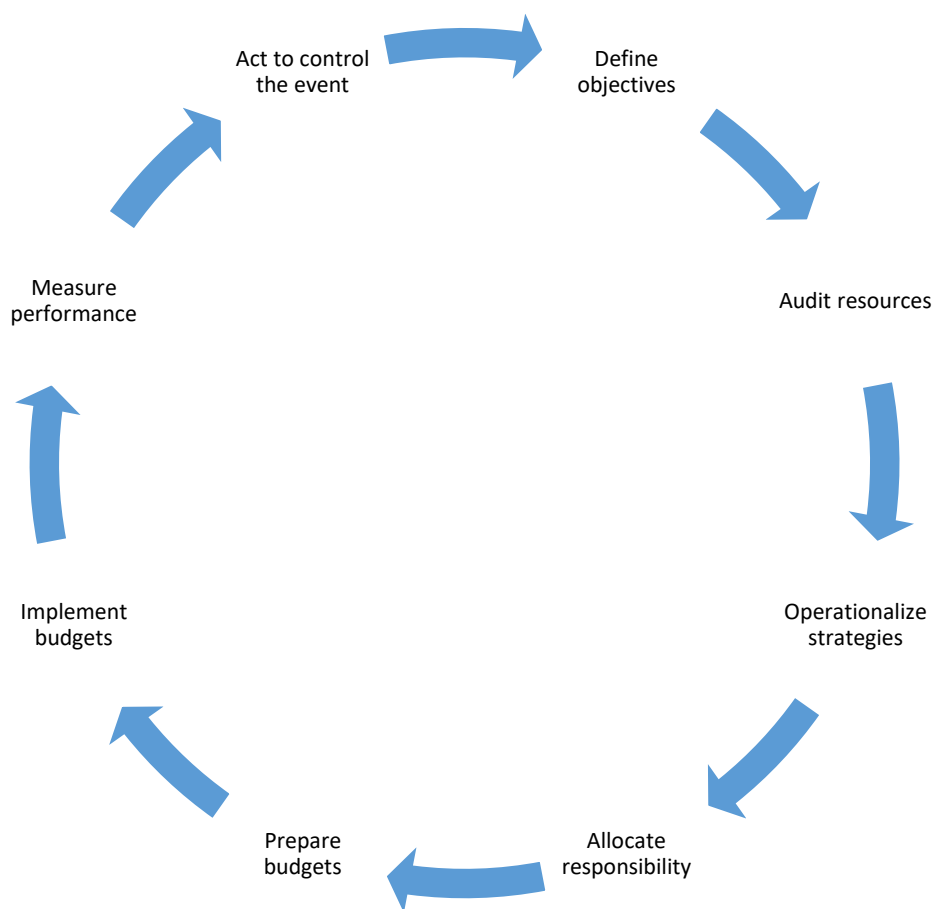
Act to control
the event

Define
objectives

Measure
performance

Audit resources

Implement
budgets

Operationalize
strategies

Prepare
budgets

Allocate
responsibility

Figure 15: The budgeting process (Bladen & al. 2012)

3.5   Marketing

3.5.1   Media interest in corporate events

Media channels are asserted as the most effective and productive method to broadcast information to the community in the large scale. According to the nature of the event, event marketers will identify the pivotal elements of the event or product and services that they determine to impress community or target customer. This state of preparation is crucial to decide the proper channels for releasing information. For example, national newspaper and television outlets may address to broaden information of large corporative events. The smaller event such as launching new products or meeting can seek for the relationship via regional or local broadcasters, advertisement posters on streets or building, shopping center. (Preston 2014)

Companies and operations have asserted the development and effective influence of media in both traditional and modern perspectives to business profitability. Thus, massive information and advertising released every day via many media channel, which leads to your

pronouncements neglected or passed over. In order to establish effective and substantial media relationship, there are some strategies should be noticed and carefully put under consideration. (Preston 2014)

- Determine a proper associate who can send your message to the right contact. The associates may be a famous franchise or a brand in the local community; a distributor has an infective influence to the community attitude and behavior. The first stage of media relationship is not identifying the media outlets; it is the recognition for the target audience and from whom the message will be sent to them. Addressing the message to the right readers who have the special interest may help the message avoid from being neglected and passed over. In other words, the allies and supporter may help to send the message to the right people in the most effective method and at the most suitable time. The relationship of organization and allies may be build up by asking for the permission to inform their presentation as reference or subsidies organization. (Preston 2014)

- In the hectic business environment, the precise and compelling message may bring competitive advantage that intensively interests media representatives and motivates them to develop your story. The more detailing message, which illustrates value, mission, and benefit to the community of the corporate event, the more attraction and motivation sent to the news reporter or editor who will release the message to target contacts. (Preston 2014)

- After coverage the contacts, it is necessary to maintain and prolong the corporation and communication. Once the information of event has been issued on media channels, the local merchants and franchise will post the advertisement at the front entrance whereas the electronic media starts being public and viral to gain community awareness. At this time, it is important to assert the contacts to intensively develop the marketing process. While marketer has the current contacts who may not currently potential marketing target, it is necessary to keep the connection with them thus they may be the future allies; through whom the event is introduced to the new key media players. It is essential to remember that create and maximize relationship with the media is the bridge to connect the event to the community at large which should be continuously developed and improved by continuously transfer, broadcast information to the community via media channels. (Preston 2014)

3.5.2 Undertake public relation role

The public relationship makes an important role in marketing an event. By releasing intensive, interesting news or advertisings, press and media can significantly stimulate the awareness of

events to public and community. Thus, press conference or media launch commonly organize to gain press and media interest. This activity is the essential step to introduce and public information of the event to the community. (Wagen and White 2010)

According to gain the highest effectiveness of press conference, the marketers mandatorily prepare the media campaign with solid and impressive content. The campaign complies with several activities to emphasize the feature of event object or product introduction. The participation of spokesperson, celebrity, entertainer, and professor are the key hooks to attract and interest press and media, motivate them to develop the press release feature. (Wagen and White 2010)

According to specific purpose and marketing strategy, publicity for the event may vary in the scale of size. The large events separately and intensively organize a press conference beforehand to the next coming event, for example, hot sale event and activation event. Besides, the smaller press conventions are organized as the side activity of the events. The size of press convention may vary; however, the launch is necessarily carefully prepared. It is essential to secure that after the convention, press releases report positive and attractive information to the community. Through the press conference, the very first information and gesture of event or product will be capture and introduce to the large community via local newspaper or social media. (Wagen and White 2010)

Photo shooting and interview are the priority activities of press launch that should be highly concentrated to develop the launch content. One of the important issues of press campaign is creating the pleasure and convenience for press and media's activities. There are essential elements involved in organizing a press launch (Wagen and White 2010):

- The organizer provides the precise content articles and documents to press and media for general information about the event and product.
- Photo and branding corner are attractively and uniquely decorated, observable and enterable for photo shooting activity.
- The venue should be well prepared to assure that all the attendees can clearly hear and see. The organizer should prepare the affordable facility to adapt special technical installment, broadcast or live stream.
- It is important to arrange the affordable schedule for the launch to avoid wasting time.
- Press launch should prepare with snack or foods and beverage for break and refreshment if the conference lasts for long hours.
- The Q&A section is arranged for press give questions and communicates with organizer.

3.6   Legal issues and licensing

From pre-event to post-event activities, event organizers inevitably have to cope with many kinds of legal issues such as licensing or regularly event-related contracts (ex: outsourcing, material supplies). Up to the year 2011 mentioned in the book "Events Feasibility and Development: From Strategy to Operations", O'Toole stated that there is no current regulation system of registration and licensing for event organizations. Instead, these companies will have to self-investigate and comply the law system for normal private sector organizations (both limited and unlimited companies). The most common form of event organizations is a limited company.

Usually in most event companies nowadays, there is a position which is responsible for counseling and handling the company's legal issues in general. This job may contain many typical issues in the events industry such as insurance, employment, taxation, intellectual and data protection, environment, hygiene, event permits. It is necessary to point out that laws and obligations differ from one place to another so researching in advance and understanding them are an advantage. There are three levels of government brought by Wagen and White (2010): Commonwealth Government (Federal Acts, regulations), State Government (state and territory Acts, regulations) and Local Government. Although State and local laws are ranked lower than the Federal legislations, local laws are things that event companies should pay more attentions as they are very close to practical event activities.

According to O'Toole (2011), licensing in the events industry is always a controversial problem due to this industry's characteristics. Besides its complexity, this process sometimes costs more time and financial resources than previous expectations. Its causes are treated as event companies' extra tax. However, within organizing a corporate event, there are four licensing elements that event organizers should consider as the priority, which are the Licensing Act or event permits, venue, entertainment and lastly hygiene if food and drinks are included in the event. Event permits' existence is introduced for the better event management and safety control. It depends on local authorities that event permits are compulsory or not – in South Africa, permits are only needed for over-2000-guest events. Another example is the 2003 Licensing Act - a system of regulations for licensing with European standards which contain entertainment and alcohol aspects. Although this Act is popular in the United Kingdom in general, its power is limited in only England and Wales since Scotland has its own governmental department with the Scotland Civic Government Act 1982 to be in charge of those aspects (Raj & al., 2013). Ordinarily, most local authorities' concern of event licensing revolves these factors: crowd number, beverages, extreme sports, and transport disruption. In many countries, licensing requirements are stricter than others, security guards and electricians may be involved to prevent particularly hazardous situations. If event organizers understand the

local authority's concerns, well prepare and timely adjust the event, the licensing process can be more concise and convenient.

3.7   Risk management

It happens that one of the most decisive anxiety existed among event organizers is whether the event is possible to attract audiences or gain positive results. It perhaps is the first step led to the concept of risk management in the events industry. There are many definitions around "risk" and "risk management". O'Toole and Mikolaitis (2002) refer "risk" as "the measures of the probability and consequence off not achieving a defined event project goal" or every "practically possible". Hence, "risk management" can be understood as a process of efforts to avoid, prevent future uncertainties as well as minimize losses.

Risks can come from both internal and external factors. However, since external factors (ex: governmental policies) are usually difficult to estimate and control, most risk management studies focus on internal aspects. Based on Shone and Parry's three levels of risks in Event Management: low, medium, and high (2004), it is clear that the bigger of the event scale is, the more risk possibilities it may contain. Adapted from Cooper, Fletcher, Shepherd and Wanhill (1999), Tassiopoulos (2005) introduced four types of risk, which are economic, psychological, performance and physical. To be more detailed, the performance group covers risk factors from the inefficient organization, technology errors, staff to logistics whereas psychological risks may be the consequences of poor marketing strategy or failure to meet guests' expectations. On the other hand, physical category means risks arising from safety, security and crowd control.

Although risk management is broad and extensive, its direct relations to event activities, which may drive to structural collapses or the "domino effect", make risk management's role thoroughly critical from the preparation to the completion of the event. The easiest way to identify and assess uncertainties is analyzing planned activities presented by the Work Breakdown Structure. Bladen and al. (2012) guided five steps for an event risk assessment, which is illustrated in Figure 16.

Step 1	• Identify the hazards
Step 2	• Decide who might be harmed and how
Step 3	• Evaluate the risks and decide on precautions
Step 4	• Record your findings and implement them
Step 5	• Review your assessment and update if necessary
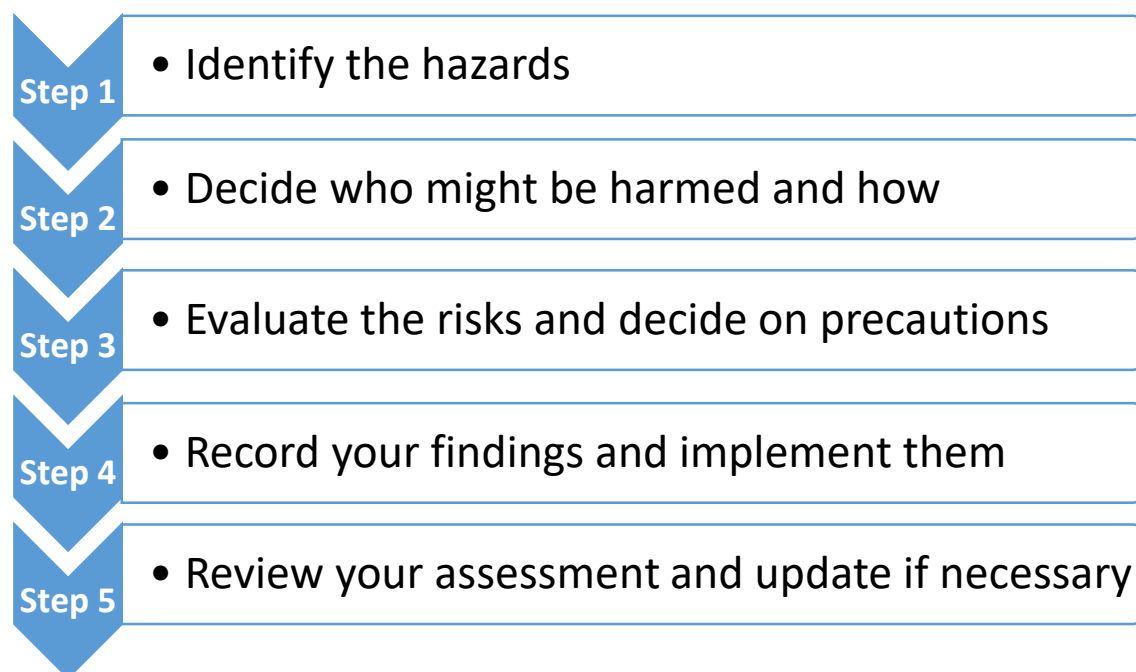
Figure 16: Five steps to risk assessment (Bladen & al., 2012)

Risk management is never a simple work even for professional event organizers, but it can be more accurately and reduce overcomplicating problems by following the above procedure. It is important to note that every risk factor has its specific method to deal with, for example, with financial risks event managers should discuss and consult event stakeholders for better solutions instead of self-struggling with it. All risk assessment documents ought to be short and clear for later evaluation and development. Last but not least, during the event time, event organizers always need to maintain a sharp, calm and quick-reacted mind to handle decisive moments that may occur.

3.8   Evaluation

To evaluate an event, only observations is not enough. In many corporations, the evaluation process is considered as a dispensable part of corporate events, a deniable responsibility of any corporate event manager. It not only allows all related parties to supervise, monitor and judge whether the event is successful or not but also plays as a valuable reference for later events' development. This means other than specifying which goals achieved; the evaluation process should be able to help event organizers recognize future needs and opportunities. To clarify this point, O'Toole and Mikolaitis (2002) stated that there are two areas covered by event evaluation: content and venue. Basically, based on data and information which are directly or indirectly gathered from attendees, event evaluation by various ways will concentratedly demonstrate "how well" the event perform in each area. On the other hand, Bladen & al., (2012) claimed that evaluation process should be conducted throughout the event project's life cycle. Instead of being a post-event work, this event project evaluation process tightens

evaluation criteria as well as event management, especially in term finance. Figure 17 below presents the basic process of event project evaluation which includes four key stages.
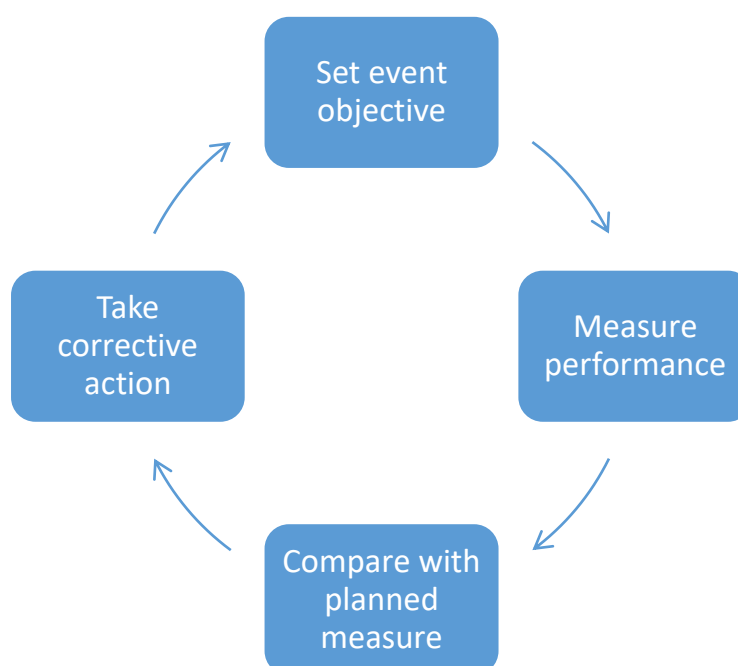
Figure 17: The event project evaluation cycle (Bladen & al. 2012)

Traditionally, there are many types of event evaluation methods divided into two groups: first, quantitative and second, qualitative. Both of them can use many different information sources, which are flexibly selected depended on specific purpose and characteristics of the method. Data and information can be collected from attendees, sponsors, staff and volunteers, special guests to coordinators, specialists, and security team. Being able to utilize information sources help not only increase the accuracy of the evaluation process but also reduce unnecessary costs.

Quantitative evaluation methods perform mainly by statistics and numerical analysis. These measures' strengths lie on transparent numbers which enable event managers to clearly and quickly indicate evaluation results (metrics). The most visible and common forms of these measures are questionnaires or surveys which can be completed by attendees at the event place or online. In order to maximize the power of numbers, these questionnaires and surveys prefer short, quick and simple questions such as multiple choice and Likert scale which only require attendees to tick or choose to complete. Because of this, quantitative methods best suit large-scale researches which involve a multitude of participants. However, this also restricts quantitative methods to go deeper in audiences' personal experiences during the event time. (O' Toole and Mikolaitis 2002)

Qualitative evaluation methods exist to make up for this shortcoming. In other words, qualitative evaluation methods focus on quality rather than quantity. They normally dig into

even small details to figure out attendees' true opinions. Therefore these kinds of method are usually conducted face-to-face or group interview. In some difficult cases, in which participants' contacts cannot be reached, questionnaires and surveys can be sent in the form of emails. Nevertheless, questions contained in these questionnaires and surveys are mostly open questions to encourage participants answer by their own words; the more detailed the answer is the better. Although qualitative evaluation methods are naturally complex and may take a longer time to be analyzed, they provide an in-depth comprehension of participants – a valuable information source for the event evaluation process. (O'Toole and Mikolaitis 2002)

Table 6, which is synthesized by Shone and Parry (2004) lists out types of information that can be used in the event evaluation process.

Quantitative information	Qualitative information
● Visitor and participant data, sales	● Visitor perceptions
● Target market – visitor profiles	● Questionnaires returned, exit survey
● Attendance statistics, target market information	● Recorded (structured) chats or interviews
	● Staff and volunteer feedback
● Financial reports and accounts	● Management notes and commentary
● Economic impact analysis	● Social impact analysis
● General statistical information	● Social benefits balance sheet

Table 6: Types of information for evaluation of events (Shone and Parry 2004)

In term of finance in event evaluation, the most popular technique used to benchmark and justify a corporate event in the events industry is the Return on Investment (ROI). The concept of ROI is to calculate the surplus generated by an event divided by the investment. Its equation is (income – cost)/cost. Due to its feature, ROI keeps being used as a comparing investment tool by many modern event managers, yet since in reality, intangible benefits are difficult to measure and assign to money, ROI results sometimes may cause arguments. (O'Toole 2011)

4   Case: Event Activation Galaxy Studio Samsung S7/ S7 Edge

For better management and control, many professionals and experts use the corporate event manual as a tool to describe, present and summarize all elements of an event. The manual enables anyone to easily understand from the overview to detailed activities of the event. Therefore, the authors decided to demonstrate the case Samsung under this format. Every stage of planning and managing event remains and will be displayed relevantly.

4.1   Case event overview

- Event Title: Galaxy Studio Samsung S7/ S7 Edge
- Time and Duration: 27th April – 2nd May 2016

  10:00 – 22:00 by local time
  - 23th – 26th April 2016: Installation
  - 2nd May 2016: Dismantle
- Venue   SC VivoCity Shopping Center, Ho Chi Minh City
- Target group   Traffic at mall, all visitors but mainly families
- Product   Samsung Smartphone Galaxy S7/ S7 Edge

  Gear VR and Gear S2 Premium

EVENT OBJECTIVES

- ➢ Create opportunities for customers to experience new products
- ➢ Drive big awareness in the biggest holiday season and trial to accelerate S7's orders (push sales)

KEY MESSAGE   "Rethink what a phone can do."

HIGHLIGHT ACTIVITIES

Due to the key objectives of the event outlined above, the main activities of the event focus on how to show and impress customers with Samsung product features. There are two types of activities planned: "On-going" which will occur throughout the event time and Showtime which will play as a special moment or an event added-value activity.

On-going Activities:

- Gallery: Define the limit of experiencing fashion shows in front rows by Samsung Gear VR
- Product Experience: Discover and experience with the innovation of S7/ S7 Edge as well as Samsung ecosystems.
- "Dark Challenge": Take and receive a picture under low light condition.
- Fast Focus: Take a picture with *a special car climbing* on the wall or the window, "Samsung products *break all limits*".

Showtime:

- Water resistant by IP 68 demo on stage performed by a popular Samsung celebrity

KEY PERFORMANCE INDICATORS (KPIs)

	Mall Traffic (MT)	Viewer 70% MT	Reach 60% Viewer	Trial 70% Reach	Total Days	Total Trial
Weekdays	3000	2100	1260	882	4	3528
Holidays	6000	4200	2520	1764	2	3528
TOTAL		16800	10080	7056	6	7056

Table 7: KPIs of the case event

4.2   Design

4.2.1   Venue

Vivo City Shopping Center was chosen as the most proper venue for Samsung Galaxy S7/S7Egde activation event. After diligently analyzing threes option of venue, the decision came out to the newest family lifestyle shopping mall located in District 7, Ho Chi Minh City (Appendix 1). The decision was made according to these elements:

● Location:
SC Vivo City Shopping Center locates in District 7 - an affluent, economic developing district of Ho Chi Minh City. The main communities of this area are the high-income people who are the Samsung smartphone target customers.
Locating on Nguyen Van Linh Boulevard, the shopping mall is easily approached by both private and public transportation.

● Traffic of customer:
The shopping mall attracts huge traffic of customer from local community and expatriate. According to the information of SC Vivo City Mall, the traffic on weekdays was estimated at one thousand visitors per day and about three thousand visitors on the weekend. The huge traffic of customer makes Vivo City the potential location for Samsung to reach their target customers at the highest capacity.

● Branding capacity
The mall can be widely observed from the four directions that are ideal to set up banners and flags for branding. The large and exterior of the mall is capable of setting up a mockup and large banners for gaining awareness of the passengers.

4.2.2   Booth site

● Venue layout
In the two dimensions design, the map (Figure 18) indicates the exact the location of activation event booth set up in the host venue. The map describes the location of entrances, exit,

elevator and parking lot. This design is importance for the organizer to control the flow of traffic customer approach booth and available for the logistic team to delivery facilities, equipment, products using during the event.

The layout demonstrates the position of other stakeholders such as cafeteria, restaurants, fashion stores. Consisting of the contract with venue provider, the booth design has to adapt strictly the limited dimensions that had agreed previously.

Figure 18: Location of the event booth site

● Design layout

Showing on the detail booth design, the locations for activities were divided and allocated in the separated zones as it can be seen in Figure 19. Describing on the design map, there were seven zones designed for seven activities to demonstrate the highlight functions of Samsung smartphone Galaxy S7/ S7Edge. This is the most important design because it demonstrates the event themes, concepts that would help to attract customer awareness and strengthening the brand image of the organizing company.

Booth was required to premium design consisted with deep blue and white theme. It is specifically designed and installed by the professional design team in order to meet the particular requirements from Samsung. The unique corner of the booth attends to demonstrate the fashion design of smartphone Galaxy S7/S7Edge (Appendix 2).
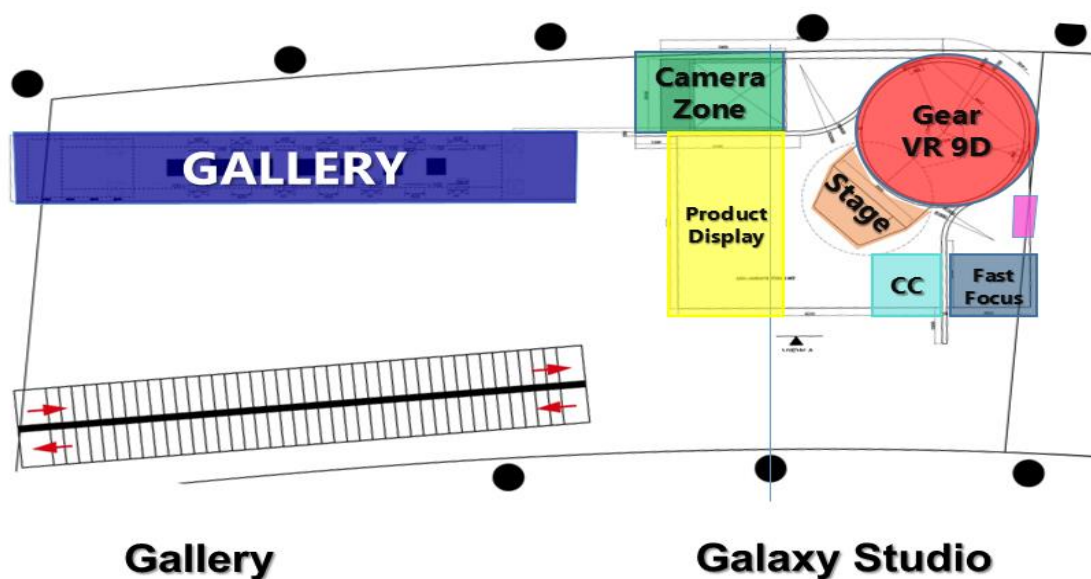
Figure 19: Gallery and Galaxy Studio topview

Depending on the nature of the event and capacity of organizer, the venue design can be handled internally or by the outsourcing design agency. However, designers have to clearly perceive the concept of event and dimensions restriction because the design is not only the facility for the event running but also reflects the image of the company and its products, which is very important for the branding and marketing strategy of the company.

4.3   Activation Program

Applying Work Breakdown Structure mentioned in the theoretical part, the case event was divided into seven units based on seven activities. These activities included main activities (mentioned above) which supposed to create opportunities for customers to experience Samsung products as well as sidelines for attracting and entertaining purposes. After several times modifications, the list of activities was added and finished as in Table 8.

Event Activation: Galaxy Studio Samsung S7/ S7 Edge	
On-going activities	**Stage Activities**
● GALLERY: Enjoy Vietnamese top designer Nguyen Cong Tri's new collection "LÚA (Rice)" in a way that breaks the limit by Samsung Gear VR.	● Mini-game: Play quiz game to receive an instant gift.
● PRODUCT EXPERIENCE: Trial the product Samsung S7/ S7 Edge and its ecosystem (Gear VR, Gear S2 Premium).	● Water resistant demo show: MC demo the IP68 function by putting the S7 phone in the aquarium on the stage.
● CAMERA ZONE: Take pictures under low light condition and compare with IP6s.	● Celebrity engagement:
● GEAR VR CINEMA: Immerse in entertainment with Gear VR on 9D movie chairs with experiencing virtual reality. There are three films: *Ski Jumps*, *Roller Coaster,* and *Surfing*.	▪ Enjoy performance and take part in a studio tour with singers by real experience. ▪ Take a moment when singers dance to show a difference between S7/S7 Edge and IP6s.
● FAST FOCUS: Take pictures with a function of Fast Focus by catching quickly a moment when something is moving then compare with IP6s.	
● CONCIERGE CORNER: Exchange a lucky draw ticket and an instant gift.	

Table 8: Activation part of Galaxy Samsung S7/ S7 Edge

These activities were arranged chronologically based on careful researches in the movement of the traffic as well as customers' psychology and habits. This led to a Studio Tour – Consumer Journey that enables customers to experience all product features in the best way as well as enjoy the entertaining elements of the event. Starting from many entrances, even the entrance from the parking lot, promoters guided target audiences to the booth site to experience a studio tour by five on-going activities (Figure 20).
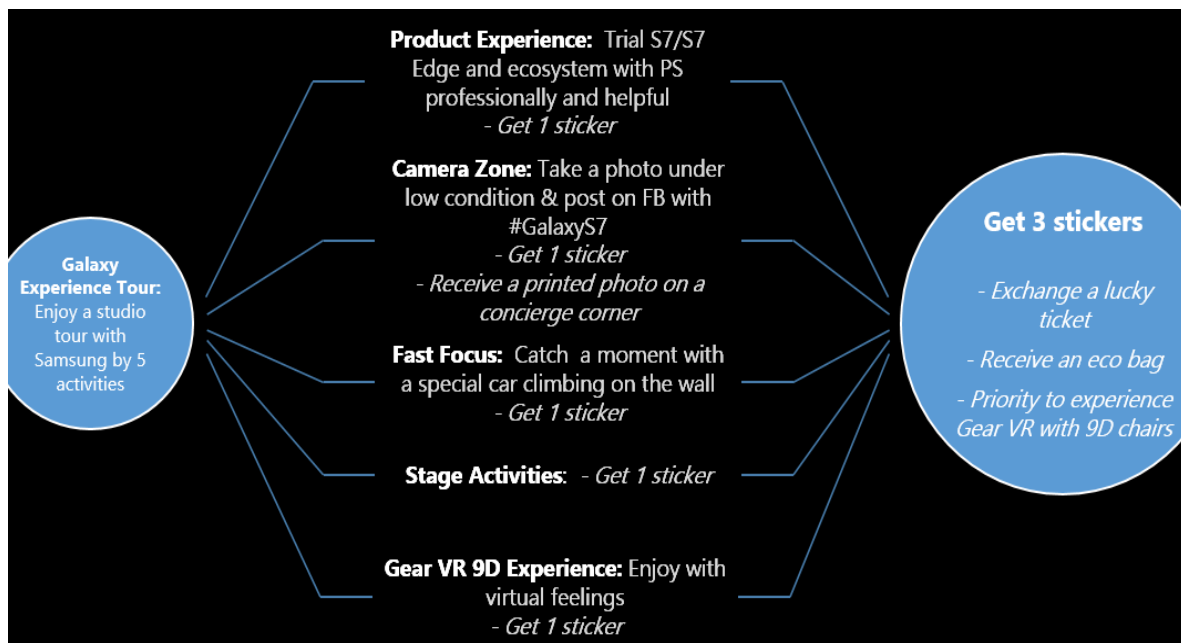
Figure 20: Galaxy Studio Tour with On-going activities

In each activity, customers were given a sticker. Three over five stickers which equal to three times experiencing three different Samsung product features, customers could exchange a lucky ticket and received free gifts. There are also more chances to get small gifts from the event organizers by participating in stage activities. For example, with two over three right answers about Samsung product in the mini quiz game, customers got an interesting gift directly (Figure 20).
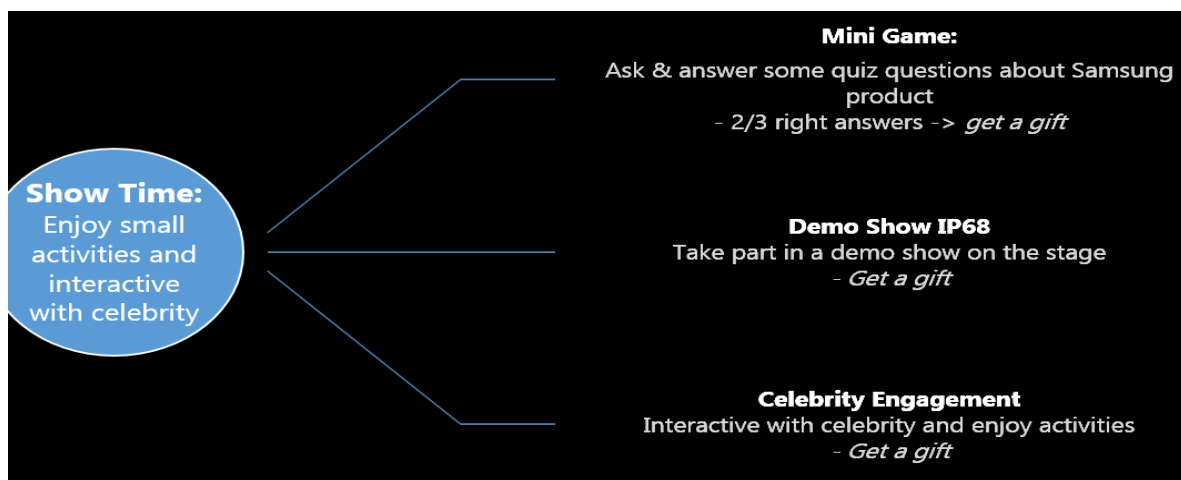
Figure 21: Galaxy Studio Tour with stage activities

After creating the activation program and making time agreement with different parties, all those activities were attached to the timeline which is the event overview schedule below (Table 9).

Program	On-going activities	Stage activities		
		Celeb Engagement	Mini-game	IP68 Show
Time	10:00 – 22:00	11:30 – 12:00 19: 30 – 20:00	1 show per hour (start from 10:00)	10 shows/ day
Activities	● Gallery ● Product ● Experience ● Camera Zone ● VR 9D Experience ● Fast Focus Demo climbing wall cars: every 10 mins	● Singers from Samsung club performance	● Quiz	● Demo show

Table 9: Overview Schedule

4.4 Operational plan

In this step, activities were specified with detail tasks and clear responsibility for the staff. Table 9 describes and explains every human resource task for each event activity zone.

Zone	Staff	Quantities	Allocation	Task description
1.GALLERY	Male Promoter	7	Each mannequin	● Invite customers to visit Gallery zone and enjoy Vietnamese top designer Nguyen Cong Tri's new collection "LÚA (Rice)". ● Guide customers wear Samsung Gear VR to experience the show like in the front row of Vietnam International Fashion Week. ● After a customer finishes his/her experience, invite him/her to Galaxy Studio to continue the tour.
	Security	1	Edge of the booth	● Ensure customers queue in line. ● Solve any security problem in the zone.
2.PRODUCT EXPERIENCE	Female Promoter	4	Each table	● Introduce the product to customers.

				● Support, preserve and manage products. ● Ask if customers have their Mission Card to collect the event stickers. ▪ Yes: Give the stamp in "PRODUCT EXPERIENCE" box. ▪ No: Give him/her a Mission Card with the sticker of the zone. ● Encourage customers to follow the studio tour to exchange a lottery.
	Promoter Sale	4	Each table	● Introduce Samsung products' new features, Smartphone Galaxy S7/S7 Edge's design story about technology innovation to customers. ● Guide and support customers to experience products as well as answer related questions.
	Supervisor	1	Left edge of the booth	● Manage and control the zone's activities. ● Manage logistics belonged to the zone.
	Security	2	Left edge of the booth	● Ensure customers queue in line. ● Solve any security problem in the zone.
3.CONCIERGE CORNER (Reception Desk)	Female Promoter	1		● Get customers' information. ● Check if the Missin Card is valid. If Yes, exchange Eco bag as a gift and a lottery.
	Male Promoter	1		● Check customers' Facebook photo. ● While customers fill the information form, prepare the gift.
4.CAMERA ZONE (Low light condition)	Male Promoter	1		● Invite customers to visit the zone. ● Take photos of customers by both Samsung Galaxy S7 3G and iPhone 6S Plus. ● Help customers compare and benchmark by 2 photos.

	Promoter Sale	1		● Explain the innovation of the products and introduce other features. ● Answer questions from customers.

	Female Promoter	1		● Send customers their photos by email.
				● Guide customers to post their photos on Facebook with hashtag #SamsungGalaxyS7 or #SamsungS7Edge to receive direct photos at the reception desk.
				● Ask if customers have their Mission Card to collect the event stickers.
				  ▪ Yes: Give the stamp in "CAMERA ZONE" box.
				  ▪ No: Give him/her a Mission Card with the sticker of the zone.

	Security	1		● Ensure customers queue in line. ● Solve any security problem in the zone.
5.GEAR VR CINEMA	Promoter Sale	1	Along the queue	● Invite customers to visit the zone. ● Introduce Samsung Gear VR to customers. ● Encourage customers to experience in other zones as well.
	Male Promoter	2	Next to 9D seats	● Check whether customers sit and wear the device in the right way. ● Announce regulations and guide customers how to use and adjust Samsung Gear VR when watching the film. ● Guide customers to sequentially exit the zone.
		1	In front of the gate	● Give special stickers to three customers in the priority queue. ● Ask if customers have their Mission Card to collect the event stickers. ▪ Yes: Give the stamp in "GEAR VR CINEMA" box.

				▪ No: Give him/her a Mission Card with the sticker of the zone ● If there are enough six customers, lock the gate to start the film.
	Female Promoter	1	In front of the priority gate	● Check if customers have enough three stickers then guide them to queue. ● Answer questions about the priority gate and encourage them to experience three other zones to gather enough stickers.
	Supervisor	1	Edge of the booth	● Manage and control the zone's activities. ● Manage logistics belonged to the zone.
	Security	1		● Ensure customers queue in line. ● Solve any security problem in the zone.
6.FAST FOCUS	Promoter Sale	1		● Introduce Fast focus feature with the technology "Dule Pixel". ● Introduce and guide to use Fast Camera startup feature.
	Male Promoter	1		● Set up 2 Galaxy S7 and iPhone 6S with unlocking screen mode. ● Check car toys. ● Stamp sticker on Mission Card.

Table 10: Human Resource Tasks of the event

There are several regulations of the staff's outfit. For instance, every staff member has to wear white shirts and trousers, black shoes and name tag. With the staff in Product Experience zone, due to the service quality and requirement from Samsung, they also have to wear white gloves. The attitude of the staff should be professional and polite which aimed to match Samsung brand image.

4.5   Contacts and Media launch

4.5.1   The Guests

It is mandatory to create a correct procedure for contacting with the guests who will participate in the event, and their present may impact the effectiveness of the event. There are total 60 guests invited on the first day Wednesday 27.4.2016 (9:30 – 12:00) at Caffe Bene Vietnam SC VivoCity. The guest list can be divided into separated categories according to their roles and influence on the event.

● VIPs
Very important persons have the huge impact on attracting community. Samsung invited several famous celebrities who were the representatives for the special lines of Samsung smartphone. The VIPs presentation or performance is the key hook to raise the awareness of the event because their fans would attend the event to applaud their favorite idol. The present of VIPs also attracted press and media to the events for gaining new information, taking pictures for their press releases that could help to viral the event on both local news and social media channel.

● Speakers
Samsung cooperated with a famous Vietnamese fashion designer to organize a fashion and technology exhibition directly at the Samsung Galaxy S7/S7Edge Studio. The exhibition was organized to highlight the premium and luxury design feature of Samsung Galaxy S7/S7Egde and coincidently introduce the Samsung Gear VR Virtual Reality Glass device as the fashion show was speculated via the virtual reality glass. The famous designer presented and gave a speech on the event press launching day that made the positive impact when the press and media give a lot of positive comments about the event.

● Press and Media
There always the list of media and press contact that organizer should always keep in touch. Normally, an e-invitation is designed to send to press and media institutions to apprise for the event and invite them to attend the event for further information.

In the Caffe Bene Vietnam SC VivoCity – every guest could check in, moved to the reservation area and freely choose a drink from the menu (Appendix 7).

4.5.2   Suppliers

A team or member of the event organizer always ready to respond contacting suppliers for the special facilities, products or technical equipment. The information of suppliers with detail

contact address should be conducted and carefully managed in the correct checklist for any urgent situation. The loyal or longtime cooperative suppliers are more trustful and usually stand as the priority. They offer more affordable and negotiable price that helps the event organizers save time and reduce expenses of the event.

4.6   Safety procedure

It is mandatory to prepare a safety plan, which adequately mentions potential risks and giving solution for separate issues. The involved person and departments must review this plan carefully before assuring that the plan will be supervised and executed exactly. Since the event booth is located in a crowded shopping center, it is important to list out potential risk factors. The Samsung Galaxy S7/ S7Edge safety plan mentioned these related issues:

● Control room

In the booth design, the technical, control room is set separately for the event booth and only staff can enter the control room. Because this room was established with complicated electricity system, there was potential for fire and electricity shock accidences occur during the rush time. This room is set up separate and hidden from customer view to avoid the people and children entering. There was always safeguard near the room to assure the room is always private. An event organizer was assigned to duel with any issue related to the control room.

● Fire safety

Although the host venue in charged in the fire safety, event organizer also prepared fire extinguishers for the emergency situation, quickly response the fire accident at the event.

● Storing logistics

Like the control room, the space for storing logistics and products was required to set up separately and using for staffs only. The door regularly locked and the key was kept by one event organizer team member. The activities such as stocking, delivering, taking products were only approved by one event staff and documented in a detail information checklist of stock transferring.

● Booth activities safety

In front of the entrance, there was a safety guidance board with a list of restrictions and notifications of the event informing the customers. There were also safeguards standing by at every location of the event site. The safeguards helped to control the flow of customer in the rush hour and adapt to the other emergency situations, for example, protecting celebrities safely arrive and leave the event or preventing customers entering the restricted areas.

As the activation event occurred in a week, entire facilities excepted for the sample phones such as alarms, exhibition stand, fashion collection had to leave at booth overnight. These facilities safety responsibility was handled over the night safeguards after the closing time. There was required the confirmation documents for the handling process with signatures of the event staff and the responded safeguards.

4.7   Legislation

According to national law and legislation, there are different approvals and permissions that event organizer was required to obtain from the local authority. Samsung S7/S7Edge Activation mandatorily obtained three approvals; Performance License, Advertising Licenses, and Lottery Permission. Because the hard copies of the licenses had authorized company's stamps and manager's signature, it is restricted to issue the copy of licenses into publicity or using externally. Thus the licenses will not be attached to the appendix list.

Performance License
The permission needed to be approved by the Vietnamese Department of Sport and Culture at latest 12 days prior the opening day of the event. Event manager was responded in contacting the authority; submitting entire information about performance activities. The information concerned about:
- Detail and exact name of performers and their kind of performance
- Content of each performance category, detail performance schedule
- Legal contract that indicated the agreement of the performance categories between event organizer and venue provider

Advertising License
The permission for advertising was considered and approved by Vietnamese Department of Sport and Culture. According to the Vietnamese advertising legislation, the advertising activities which using banner, posters, LED screen, advertising at shopping malls, and buildings are mandatorily required advertising permission.

As Samsung set up the large banner and commercial balloon and flags to advertise the event and leverage branding awareness the event organizer had to submit the application for the advertising license. The license had to submit to the authority at latest 18 days before the opening day. In the application, it was required to attach the site map that showed exactly location for set up the banners and commercial flags, and company logo. The banners were not allowed to setup out of the exterior area of the shopping mall. The design of banners, logo, posters and flags had to be submitted for prior consideration about the contents and appearances.

Lottery permission

It is permitted to organize lucky draw activity at the event if the event has obtained the permission from the Vietnamese Department of Sport and Culture. The application had to indicate the details of the activity which involved:

- Description of lucky draw session, scenario
- Schedule
- Total value of the winning gift
- Final design pictures of the winning gift and lucky draw ticket

4.8   Event Evaluation

4.8.1   Figure note (KPIs)

The data used in this quantitative evaluation is gathered by the event organizer team. The data is based on the number of Mission Card as well as customers' information from the Reception desk. Quantitative method is most direct and transparent way to prove the achievement of the event. It is important for both the event organizer and Samsung. All figure are built under the KPIs set up pre-event by Samsung. The KPIs focus on the key objectives of the event which are creating opportunities for customers to experience the product and gain public awareness and attraction. The figure answers to two questions: How many people actually trial the product and which product feature and activity that interest customers most?

According to the internal data, there were total 51250 people who reached (Reach) and 29659 people who trialed the product (Trial) in 5 days of the Activation Event. This number is beyond the initial goals. To be more detailed, the number of Reach and Trial, in reality, is five times and four times higher than KPIs, respectively. In other words, the achievement of the Activation Event exceeded 508% and 420% compared to KPIs.
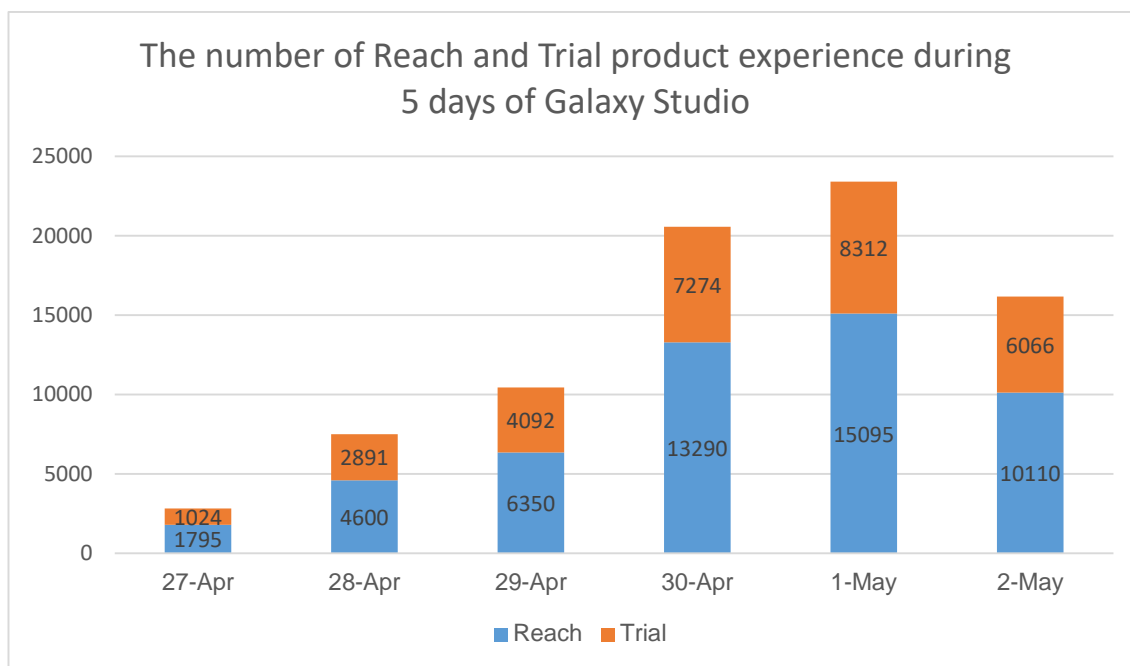
Figure 22: The number of Reach and Trial product experience during five days of Galaxy Studio

As it can be seen in Figure 22, the highest result belongs to 1-May (Reach:15095 and Trial: 8312). This result is in the prediction of the event organizer since 30-Apr and 1-May are two big holidays in Vietnam. Therefore, the shopping mall would be crowded than usual. Moreover, in comparison to the first day, the number of people who visit and participate in the studio tour raise significantly in four next days. The most notable change is the second day 28-Apr. After only one day, the number of people who reached the studio leaped from 1795 to 4600 increasing approximately 60%. In the final day, although the result is not higher than 30-Apr and 1-May, it stands the third place with 10110 turns of Reach and 6066 turns of Trial.

The percentage of Reach in Galaxy Studio's different activities

Gallery 31%
Display 29%
Low Light 9%
Gear VR 12%
Fast Focus 5%
Show Time 14%
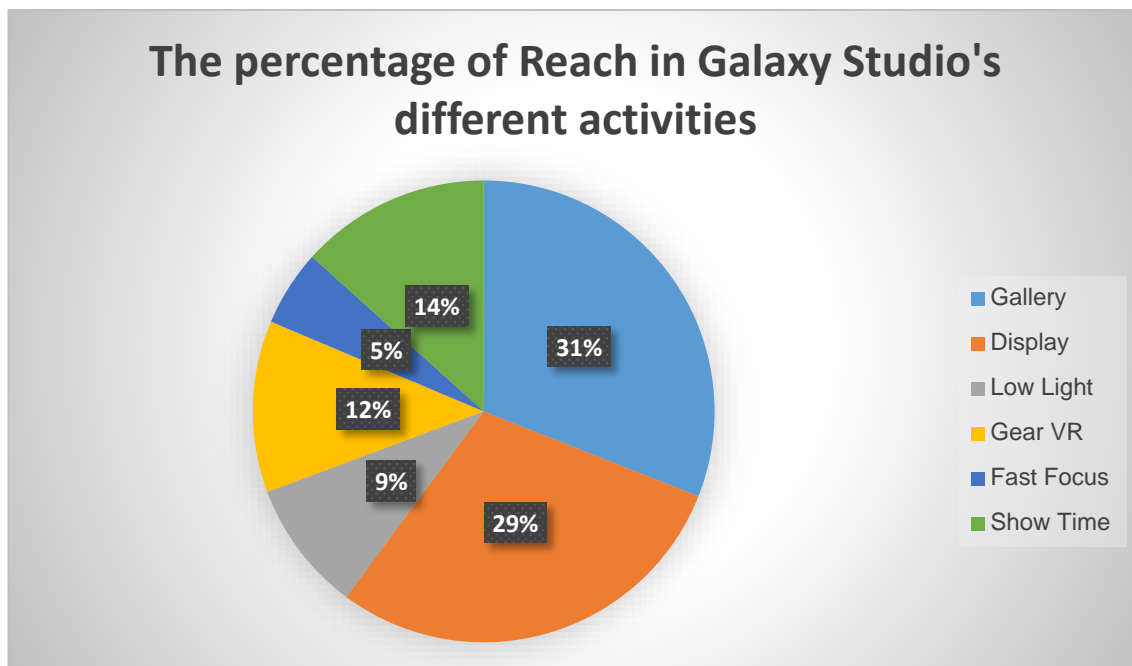
Figure 23: The percentage of Reach in Galaxy Studio activities

The percentage of Trial in Galaxy Studio's different activities

Gallery 17%
Display 44%
Low Light 13%
Gear VR 6%
Fast Focus 7%
Show Time 13%
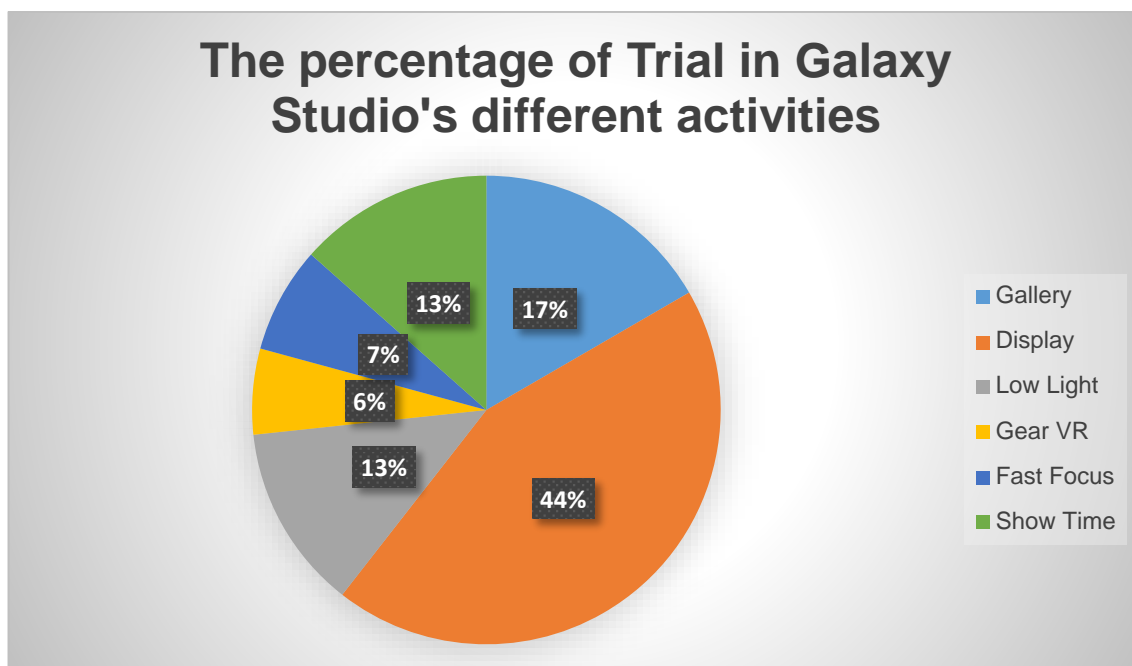
Figure 24: The percentage of Trial in Galaxy Studio activities

To answer the second question "Which product feature and activity that interest customers most?", Figure 23 and Figure 24 can partly explain. There are some interesting facts here that may contribute to Samsung's market researches later. In Figure 23, Gallery clearly is the most attractive activities with 31% number visits. However, the number of people who trialed only takes up 17% of the total. On the other hand, although it is not as appealing and inviting as Gallery, Display zone along with its product experience service has the highest percentage of the number of Trial turns (44%). Coming to Gear VR, it may be because of Gear VR zone capacity

that there is only 6% - the lowest percentage of Trial, despite of the fact that it drew 12% of the total Reach. The activity that has least participants is Fast Focus. There is only 7% of Reach turns and 7% of Trial turns.

4.8.2   Customer feedback

According to the target object, small interviews were made to gain the customer opinions. By this way, the feedback is more detailed and personal which helps the event organizer to develop in further events. There were two types of target customer who would enter the event booth.

● Samsung customers

For the new customers who had no experience of using Samsung smartphone, the activation event is the good chance for them to experience and directly interact with the new product in a cozy and comfortable space. Via activation, the company can gain the customer opinion, comparison of product and feedbacks about the event operation.

For the Samsung loyal customers, the questions focused on the satisfaction of the customer about the new product, the customer services, and event programs. Their feedback helped to improve Samsung customer services and to strengthen customer loyalty.

● Mall visitors

Beside Samsung customers who entered the booth for smartphone information, there were visitors who visited the booth for event activities. They came to the booth because of the curiousness and interest in the activities. These customers potentially become the new customers if the event effectively attracted and convinced them with the quality of products and services.

The questionnaire came out with 90% positive result. The result collected from randomly interviewing 100 target customers after they finished experience product or joined in an activity. Most of the customers were willing to answer the interview. With the pleasure and happiness, customer positively contributed their opinion about the event.

There were three question categories which mostly are open questions. Ten target customers were invited to answer each of question category. The three categories concerned about:

- How did customer feel about the event? Did they think the event is useful? Will they visit other activation events in the future?
- Did customer satisfy to the Samsung customer services and the sale scheme?
- Did customer experience activities at the booth? Which activities they best enjoyed? Did they satisfy with the door gift?

80% customers answer that they gained further information about Samsung Galaxy S7/S7Egde and they preferred to experience smartphone at event booth rather than at Samsung store. 90% customers gave the feedback about booth design was unique, attractive and remarkable. 10% customers answered that they booth was quite small and there was not enough convenience space during the rush hours. 100% of customers satisfied with the Samsung customer services. They are eager to visit another activation event in the future.

The most interesting activities mentioned to the Samsung Gear VR Cinema zone. There was 90% feedback about the product that the Samsung Gear VR brought excellent 3D virtual experience. Some customers said that they feel excited because the screens and the actions they saw via Gear VR were as lively as in reality. The remaining 10% customers think that there should be more chairs for more people to experience Gear VR since the length of a film is quite long that may cause others feel tired of queuing. Although most feedback on the event's activities is positive, there some opinions saying that the video quality in Gallery activity is not good, the model images are blurred.

30% customers said that they visit booth only for Samsung Galaxy S7 information and interacted experience while 20% of visitor answer that they joined in the activities for door gift. The product experience zone had the great feedback that supporters were very clever about the products. Staff hospitably introduced and helped customers comfortably experience the new smartphone. 100% of customers were happy with the door gift.

However, some customers tended to heritage to enter the booth in the rush hours because it was too crowded although they were interest and curious about the new Samsung smartphone. Some elderly customers complained that the music was too loud that make them feel tired and head ached, it was improper for them to stay longer in the booth.

One of the most important purposes of activation event is branding and supporting to push the sale for the next business period. There were 30 Samsung Gear VR, and 50 Samsung Galaxy S7 sold directly at the booth that showed the prospected vision for the sale of the recent quarter. The Samsung loyal customer satisfied to their services and highly appreciated the event activities and impressed that they will commit to Samsung products in the future.

Digital marketing was efficiently working when customers posted the pictures they took with Samsung Galaxy S7 on the Facebook page. The activity helped to go viral the event news and broaden Samsung Galaxy S7/S7Egde visibility via the social network.The media attention for Samsung Galaxy S7/S7Edge was successful when there were three articles about the event posted in the technical and fashion magazines, digital news, and forums.

5   Recommendations for future development

Depended on customer feedback and personal observation, there are some points that need to be improved. In this chapter, the authors will suggest some recommendations for future development. Although these recommendations are limited to this event, they help not only Samsung in organizing next corporate events but also the authors accumulate personal and professional experiences. The recommendations for future development focus on four main aspects below.

5.1   Sales activity

Since trying to raise Smartphone Galaxy S7/S7 Edge pre-orders is one part of the event purposes, sales activity at the event booth should be paid more attentions. There might be some discount campaigns or promotional packages that can affect the buying decision of customers. For example, if a customer order a Smartphone Galaxy S7/ S7 Edge before the event ends, he or she may have warranty period lasted up to six months or get discounts when buying other accessories such as Gear VR. It is obvious that the event organizer hardly can decide on this matter as it belongs to Samsung's rights and strategies. However, the event organizer can always discuss with Samsung and come to an agreement about the event activation program. Sales activity can be appropriately integrated with the stage activities. When the MC introduces the event activities to audiences, he can also mention about sales activity with preferential purchase policies available encouraging people to put orders.

This recommendation has a theoretical basis. In marketing, it is called "Moment marketing" or "I-want-to-buy-moments". In other words, from identifying new products, experience and feel impressed with innovative features introduced through the studio tour activities, at this time customer psychology needs only a slight push to lead to the final purchasing decision. It is not to mention that when a customer put an order, it results higher chance others will also decide to buy. This can be considered as a good effect of the crowd effect in business. In this case, tightly integrating with sales activities and policies is a good solution for sales promotion efforts, increasing values and functions of the event.

5.2   Human resource

As it is shown in the operational plan, there are clear tasks and responsibilities in each activity. Tasks are explained, described and assigned transparently. However, according to the authors' personal observation, the smoothness when running all activities at the same time is not yet good. Although there are a security guard and a manager to supervise and control activities in each zone, there are many extra tasks arising during the event time. To improve this situation, volunteers are recommended to be recruited as personnel backup. They can work as event supporters between different activities; help paid staff, stage staff with logistics tasks, crowd

controls, and feedback collections. To be more detailed, volunteers can support cleaning up the stage, prepare for the next performance; or guide customers to queue, answer their questions when the positioned staff is too busy. It is not necessary for volunteers to attend all days but in such rush and busy days (30-Apr and 1-May), they are a valuable additional workforce reducing extra work pressure of paid staff so that they can concentrate on their main tasks. Another advantage of recruiting volunteers is that most of them are energized and excited helping ensure the event runs smoothly yet do not cost extra expenses.

5.3   Customer service

Adopted from customer feedback, customer service is the next concern. Customer service includes not only the attitude of the staff but also small things such as gifts. Many people think that they would prefer more choices on giveaways. Since they are used many for stage activities, there should be more diverse types of gifts to suit different groups of customers. As mentioned in the event marketing trends, environmental issues and aging population are two common trends in the event industry. Samsung – a leader in the smartphone market should also catch these opportunities and response to the trends. To be more specific, the event organizer can discuss with Samsung to increase the gift types. These new gift types should be related to two trends mentioned. In the event, the gifts are eco bags which are already close to the "green" trend but there can be more choices, for example: eco baseball caps, eco key chains or eco water bottles. This helps customers have to the right to choose as well as contribute to building the company's public relation. Increasing gift types may cause additional spending, but it is surely smaller compared to its values.

Along with increasing gift types, the event organizer also needs to pay more attention to the technology and equipment. It first sounds not related to customer service but carefully checking the equipment is an important step to assure that the customer experience during the event will not be damaged. This is applied to both on-going activities and show performance.

5.4   E-marketing

Lastly, depended on theoretical research part, e-marketing plays an essential role in today business, so it is also mentioned in this chapter. Before the event, there were many posters, banners and T-standees hang around the shopping center. By this way, the event organizer expected customers to be attracted and interest with the event. In fact, this traditional advertising works and is later proof by the event result. However, e-marketing with its competitive advantages could have done more than that. The event organizer could do e-marketing on social networks or popular web pages instead of spending on printing banners and standees. With the help of e-marketing, the efficiency of attracting customers is still guaranteed yet the cost is much reduced compared to traditional methods.

On the other hand, there were many review articles about the event on the Internet. If the event organizer can combine the pre-event's e-marketing activities with these online posts, it may create a consistently network effect – a buzz in social network. These pre-event's e-marketing activities can be as simple as some short tweets about the event by Samsung celebrities on their channels. Nevertheless, it should not be under-estimated as the power of the Internet and social networks are undoubted. E-marketing not only boosts the existence of the event but also increase the brand value and reputation in longer term. In other words, this method is a stone throw two birds.

5.5   Reliability

As it is mentioned above, the research methods are chosen in the thesis namely primary and secondary data collection methods. The authors' personal observation can be considered as the primary data collection whereas literature and event-evaluated data (internal information) form a baseline for the secondary data collection. In the literature part, the theories are introduced in a way resembled a funnel. At first, the big picture of the topic is presented and then followed by its sub-areas which yet still stick with the demarcation of the thesis. According to Berndtsson (2008), as the funnel gets narrower, the thesis specific topic is located in a sub-area of the general topic while the result will be produced at the end of the funnel.

In fact, unlike usual process, the primary data collection of this thesis was generated before the secondary data collection. Nevertheless, this does not reduce the level of reliability of the thesis's outcome. Instead, with the authors' practical experiences from the case Samsung and literature knowledge about this topic, the guideline's potential to create a more successful Event Activation in the future is consolidated.

5.6   Validity

In general, the aim of this thesis is achieved, producing a step-by-step guideline for a corporate event. Although event management has recently become a familiar topic, the professional experiences from Samsung manage to contribute different aspects of event management, especially in term of Event Activation. Since Event Activation is a great theme including technical factors, this thesis mainly contains planning and managing activities, which is stated in the demarcation part. Otherwise, it would be too extensive for this study and may cause digression. There is also some confidentially financial information that is not covered in the thesis' case event. Within its limitation, the validity of the thesis is properly insured. Moreover, the thesis included feedback from the representatives of its target groups which partly verifies its validity.

6   Feedback from the target groups

As mentioned in the part "Benefits", this thesis is targeted to help students, interns, start-ups and SMEs, which have limited capital to hire an event agency, organize a corporate event successful. Below are a few feedback collected from the thesis' target groups.

Representatives of the target group "students and interns" are My Thi Huyen Nguyen and Son Truong Do. They both have plans to develop their careers as professional marketers. My Thi Huyen Nguyen is a three-year student of Academy of Journalism and Communication. She now works as a marketing executive in "Giaohangtietkiem.vn – Delivery savings" company. According to My Thi Huyen Nguyen, when she started to work as a marketing intern in Giaohangtietkiem.vn – Delivery savings, the market of the company is limited around Hanoi and the North of Vietnam. In 2016-2017, the company expands to the South and My Thi Huyen Nguyen together with her teammates have to travel and organize many training sessions for the new staff there.

> *"Although the case is Event Activation and my company's events are internal staff training, the event project management and Work Breakdown Structure are interesting concepts, especially Work Breakdown Structure. I normally just follow the training content: do presentations about required skills, discuss and consult about coming plans. Now when I think about Work Breakdown Structure, I can not only list out all activities in a training meeting but also how to divide and arrange activities to interest others. I think about games and quiz with small gifts. These games can also build team work spirit."*

> (My Thi Huyen Nguyen – a marketing executive of
> Giaohangtietkiem.vn – Delivery savings)

> *"I enjoy reading the case Samsung. It's an exciting experience for my future job."*
> (Son Truong Do – a two-year student of University of Social Sciences and Humanities)

Joint Stock Company (JSC) Architecture and Interior Design Setfil, or Setfilhome - a typical small-sized company in Vietnam, is contacted to evince the applicability of the thesis.

> *"Our company have a plan to hold an exhibition for our new Italian products. Although launching a new product is not something too new with us, it is always good to know more details, what should and should not be done to successfully hold a corporate event. The housing model is useful in my opinion. It virtually*

covers all key activities in an event and necessary elements for the preparing process.”

(Nam Hoai Nguyen – CEO of Setfilhome JSC)

ORI Farm Foundation is a two-year start-up. Its main business activities based on a website which provides and delivers qualified fresh food. The website also integrates with dietary advices for each product.

“Recently we are going to organize an event demonstrating how to cook delicious dishes from our food. I am worried about how to attract more people except invited loyal customers. Study from the case Samsung, having a celebrity helped the chief to cook and introduce food in the event absolutely works. She can post status informing people about our event, too.”

(Tra Thi Thanh Nguyen - CEO of ORI Farm JSC Vietnam)

7   Conclusion

In conclusion, along with the timeline and the history of human development, the role of corporate events always remain and increasingly become essential and influential in the modern business world. Corporate events along with their competitive advantages prove themselves as valuable and effective event marketing tools. They well-adopt today marketing trends such as e-marketing, environmental issues and aging population. With many marketers, they are an indispensable part of business.

To achive its primary purpose which answers the question “How to successfully plan and management a corporate event”, the thesis provides a step-by-step guideline which is described and explained sequentially and respectively in each sub-chapter of Chapter 3. Each part is a step of the event managing process. This purpose is supported by both the theoretical part and the empirical part. The theoretical part covers knowledge of event marketing, event management from different sources of literature. The empirical part depends on the authors' personal experiences and observations from the case Samsung. To summarize all activities included in an event, the housing model of a corporate event manual is introduced in Appendix 10. The representatives of thesis' target groups are also contacted to give feedback on the thesis which confirms its reliability and validity.

The case: Activation Event Galaxy Studio Samsung S7/ S7 Edge is a good practical example of how to organize a Corporate event. It can be considered as a successful event as all objectives were achieved although there were several points that still need to be improved. As a Corporate event, the case event created an emerging and interesting environment for the company-customer relationship building. Samsung was able to get closer and listen to their customers

whereas customers have chances to experience and give feedback on new products. The evaluation applies both quantitative (KPIs) and qualitative methods (customer feedback) with the aim to increase the accuracy. According to the evaluation result, the figures show that the achievement of the event is four time higher than its initial goals.

There are four aspects that needs to be improved in the future: sales activity, human resource, customer service and e-marketing. Sales activity should be more integrated with the activities available in the event. It is also necessary to have promotional package to encourage customer psychology to reach the final purchasing decision. In human resource, recruiting volunteers is a good solution support logistics tasks, back-stage tasks, customer feedback and data collection. They play as a salvage in rush hours, especially in key days. Another point to concern is customer service. Following the trends in event marketing today such as environmental issues and aging population, the event organizer should increase gift choices to meet different target groups' demands. In order to ensure the quality of customer experience, the event management staff also need to pay more attention on the equipment. Finally, if e-marketing activities can be active both before and after the event, the marketing effect will be more than only doing it after the event. In this case, e-marketing effect influences the event existence as well as the brand value in longer term.

Last but not least, being sensitive to the world coming trends is a vital key for any marketer and event organizer. It not only prevents the event from boring repetitions but also helps event organizers leave their personal and professional mark among audiences.

References

Books

Allen, J. 2000. Event planning: the ultimate guide to successful meetings, corporate events, fundraising galas, conferences, conventions, incentives and other special events. John Wiley & Sons Canada Limited. Ontario, Canada.

Bladen, C., Kennell, J., Abson, E. & Wilde, N. 2012. Events Management: An Introduction. 1st edition. Routledge. Oxon.

Beech, J.G., Kaiser, S. & Kaspar, R. 2014. The business of events management. Pearson Education Limited. Harlow.

Berndtsson, M., Hasson, J., Olsson, B. & Lundell, B. 2008. Thesis Projects. A Guide for Students in Computer Science & Information Systems. 2nd edition. Springer – Verlag. London.

Davidson, R. & Rogers, T. 2006. MarketingDestinations and Venues for Conferences, Conventions and Business Events. 2nd edition. Event Management Series. Butterworth-Heinemann/ Elsevier. Oxford.

Goldblatt, J. & Nelson, K. 2001. The International Dictionary of Event Management. 2nd edition. John Wiley & Sons, Inc.

Jones, M. 2014. Sustainable event management: Practical guide. 2nd edition. Routledge. Oxon.

Jackson, N. 2013. Promoting and Marketingevents: Theory and Practice. 1st edition. Routledge. Oxon.

Preston, C.A. & Hoyle, L.H. 2012. Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions. 2nd edition. John Wiley & Sons, Inc., Hoboken, New Jersey.

O'Toole, W. 2011. Events Feasibility and Development: From Strategy to Operation. Event Management Series. Butterworth-Heinemann/ Elsevier. Burlington, United States.

O'Toole, W. & Mikolaitis, P. 2002. Corporate event Project Management. John Wiley & Sons, Inc., New York.

Raj, R., Walters, P. & Rashid, T. 2013. Events management: principle and practice. 2nd edition. SAGE Publications Ltd.

Shone, A. & Parry, B. 2004. Successful event management: a practical handbook. 2nd edition. Thomson. London.

Stevens, R.P. 2005. Trade Show and Event Marketing: Plan, Promote, and Profit. Thomson. United States.

Tassiopoulos, D. 2005. Event Management: A Professional and Development Approach. 2nd edition. Juta Academic. Lansdowne.

Tum, J., Norton, P. & Wright, N. 2006. Management of Event Operations. Elsevier Butterworth-Heinemann.

Wagen, L. & White, L. 2010. Events Management: For tourism, cultural, business and sporting events. 4th edition. Pearson. Australia.

Electronic sources

International Data Corporation (IDC) 2016. Smartphone vendor market share, the 3rd quarter 2016. Referred 12th January 2017. URL: http://www.idc.com/promo/smartphone-market-share/vendor.

United Nations (UN) 2015. World Population Aging Report 2015. Referred 8th March 2017. URL: https://www.google.fi/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&cad=rja&uact=8&ved=0 ahUKEwiil7jGmeXSAhXD1ywKHb1VCuoQFggnMAI&url=http%3A%2F%2Fwww.un.org%2Fen%2Fdev elopment%2Fdesa%2Fpopulation%2Fpublications%2Fpdf%2Fageing%2FWPA2015_Report.pdf&usg =AFQjCNHOJPKR0fhaPP6n_-q32rwqlJxH2A&sig2=9fx6V8LdN1nvqfCZesWnzg.

EventMB (2007). Work Breakdown Structure (WBS) Examples. 18th May 2007. Referred 10th March 2017. URL: http://www.eventmanagerblog.com/work-breakdown-structure-wbs-examples/.

Interviews

Phone interview conducted with Mr. Nam Hoai Nguyen – CEO of Setfilhome JSC Architecture and Interior Design. (Conducted on 18.4.2017)

Phone interview conducted with Ms. My Thi Huyen Nguyen – a marketing executive of Giaohangtietkiem.vn – Delivery savings. (Conducted on 24.4.2017)

Phone interview conducted with Mr. Son Truong Do – a student of University of Social Sciences and Humanities. (Conducted on 24.4.2017)

Phone interview conducted with Ms. Tra Thi Thanh Nguyen – CEO of ORI Farm JSC Vietnam (Conducted on 24.4.2017)

Figures

Tables

Appendices

Appendix 1: Venue SC VivoCity Shopping Center – location, outside and inside view

Appendix 2:   Booth site design layout
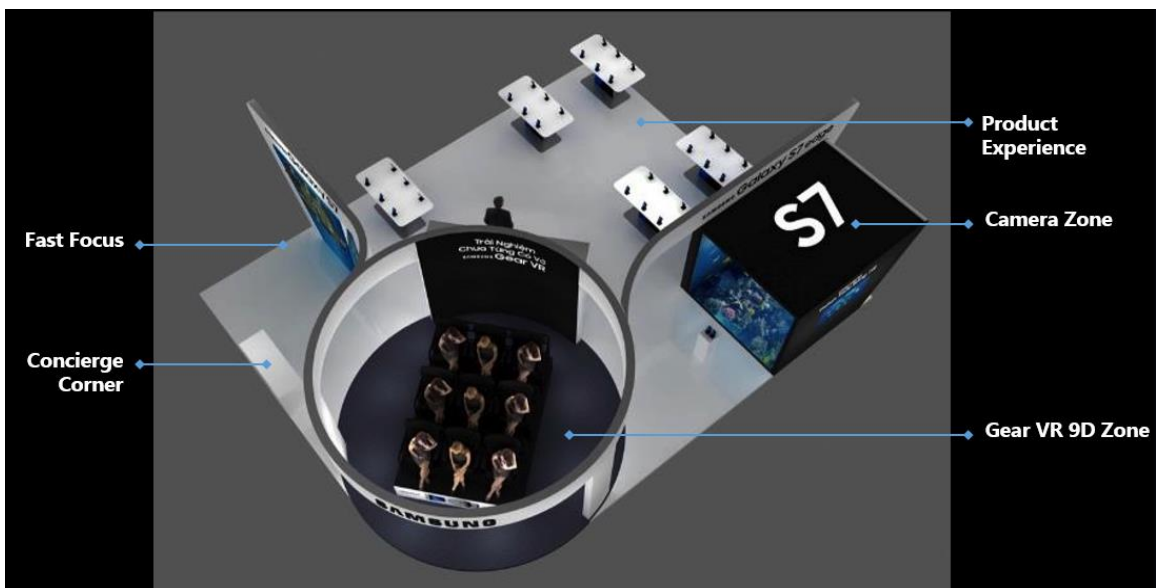
Appendix 3: Camera Zone – 2D layout

Appendix 4: Fast Focus layout

Appendix 5 : T Standee

Appendix 6: Celebrity and VIP guests

Appendix 7: Caffe Bene's menu for Media guests

Frappeno	R	L
Espresso Chocochip	100,000	105,000
Caramel / Vanilla / Hazelnut	95,000	100,000
Mocha / White Mocha	95,000	100,000
Misugaru	95,000	100,000
Green Tea	95,000	100,000
Chocochip	95,000	100,000
Cookies & Cream	95,000	100,000
Vanilla	95,000	100,000
Sweet Potato	90,000	95,000
Plain Yogurt	95,000	100,000
Strawberry Yogurt	95,000	100,000
Blueberry Yogurt	95,000	100,000

Blueberry Yogurt   Strawberry Yogurt   Misugaru

Fruit Juice (Iced Blended)

Orange / Pomelo	70,000
Tomatoes / Lime	70,000
Strawberry	80,000

Non Alcohol Cocktail

Original Mojito	70,000
Strawberry Mojito	70,000
Blueberry Mojito	70,000
Blueberry Blossom	70,000
Pina Colada	70,000
Golden Medalist	70,000

Bubble Tea Only Large

Red Velvet / Milk Tea / Taro 85,000

Coffee	R	L
Caramel Macchiato	80,000	85,000
Caffe Mocha / White Mocha	80,000	85,000
Vanilla Latte	80,000	85,000
Caffe Latte	70,000	75,000
Cappuccino	70,000	75,000
Americano	55,000	60,000
Espresso	45,000	50,000
Espresso (Con Panna / Macchiato)	55,000	60,000
Ca phe da (Iced Black Coffee)	55,000	
Ca phe sua da (Iced Coffee with Condensed milk)	60,000	
Affogato (Cream Cheese/Vanilla/Green Tea)	85,000	
Brazil/Colombia/Kenya/Ethiopia	95,000	

Latte	R	L
Misugaru	75,000	80,000
Green Tea	75,000	80,000
Real Chocolate	75,000	80,000
Blueberry	70,000	75,000
Milk Tea	70,000	75,000
Red Velvet / Sweet Potato	70,000	75,000
Milk	50,000	

Tea	Only Regular
Earlgrey / Jasmine	60,000
Chamomile / Mint Tea	60,000
English Breakfast	60,000
Lemon Ginger Tea (hot & cool)	70,000

Appendix 8: Client to provide list

No.	Items	Description	Unit	Quantities	Deadline
A. Products for display and experience					
1	Samsung S7/ S7 Edge	For display tables (Estimate 5 tables)	PCS	38	● Confirm quantities: 13-Apr (Client)
● Receive: 20-Apr or 21-Apr
2	Gear VR	For display tables (Estimate 5 tables)	PCS	34	
3	Gear S2 Premium	For display tables (Estimate 5 tables)	PCS	5	
4	Gear S2	For HR, MC and Singers	PCS	4	
5	Décor Kit	For display tables (Estimate 5 tables)	SET	4	
6	Alarm	For S7/ S7 Edge	SET	6	
		For Gear VR	SET	14	
		For Gear S2 Premium	SET	5	
7	Samsung S6/ S6 Edge/ Note 5	For experience Gear VR (9D Chairs and Gallery)	PCS	52	
8	Phone stand	For Low Light condition zone	PCS	2	
9	Demo tables	Include Lighting panel	PCS	4	● Confirm quantities: 13-Apr (Client)
● Receive: 24-Apr
10	Circle Booth	For Cinema zone	PCS	1	
B. Human Resource					
1	Promoter Sale		Person	14	● Confirm quantities: 13-Apr (Client)
● Provide contact: 14-Apr
2	Trainer	For Demo Show		2	
C. Others					
1	TV	55 inches	PCS	3	● Confirm quantities: 13-Apr (Client)
● Receive: 24-Apr
D. Training					
1	Rehearsal time	For Promoter Sale	Section	1	● Time: 26- Apr
2	Training	For Promoter	Section	1	● Time: 25- Apr

Appendix 9: Photo report of the event

Appendix 10: Housing model of a corporate event manual (with the case event)

SAMSUNG GALAXY STUDIO
"Rethink what the phone can do - Bứt phá mọi giới hạn"

RECRUITMENT	ACTIVATION
BEFORE ACTIVATION • Singers recruit on his/her Facebook with full information about date, time, venue. **DURING ACTIVATION** • Promoters invite traffic audiences with attractive script. • Booth is designed available for traffic audiences to queue in line. • On-ground branding and standee are arranged in and out Vivo shopping mall	**Ongoing Activity (10am - 10pm)** **1. GALLERY**: Enjoy Nguyen Cong Tri's new collection 'LÚA' in a way that breaks the limit by Samsung Gear VR. **2. PRODUCT EXPERIENCE**: White glove service - Trial the product (Samsung S7/S7 Edge) & an ecosystem (Gear VR, Gear S2 Premium) **3. CAMERA ZONE:** Take, post & receive an instant printed picture under low light compare with IP6s. Real demo to guide the way of using the product. **4. GEAR VR 9D EXPERIENCE:** Immerse yourself in entertainment with Gear VR on 9D movie chairs. **5. FAST FOCUS:** Quickly catch moment by Fast Focus, compare with IP6s. **6. CONCIERGE CORNER:** Exchange a lucky draw ticket and receive an instant gift. **Stage Activities** 1. Mini game show for audiences (quiz) 2. IP68 water resistant & Fast Focus demo show 3. Show time performances (Samsung talent club) from 11:30 (15') & from 19:30 (in 30') 4. Daily Lucky Draw for a Gear VR