

Corporate Hospitality Event Planning

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Introduction

In the modern world, customers pay attention not only to the quality of services and services offered by companies, but also to their interaction with the audience. At the moment, a significant part of the competitive advantage of organizations in the market depends on the nature of their communication and relationships with customers. Corporate hospitality events are an effective relational marketing tool, which allows businesses to build long-lasting relationships with customers and suppliers. It is also important that such events allow companies to establish contacts with potential customers and improve the brand image. This proposal describes the importance of corporate hospitality events for organizations and proposes an event concept for FHA Food & Beverage 2022.

Motivation

The motivation for corporate hospitality events by companies is the opportunity to demonstrate their focus on customer relations in order to increase customer loyalty. Through such events, an organization can demonstrate its special attention to existing customers in order to create a more positive attitude towards its products and services. Additionally, it can acquire new contacts of potential customers or suppliers, which is also important for the success of the company. It is significant that corporate hospitality events allow you to show the best competencies of the organization, present talented employees and promote products. Most importantly, however, these events strengthen the bond between customers and the company, increasing brand awareness, improving the brand image, and positively leading to additional competitive advantage.

In the modern business environment, competition is actively growing, which requires organizations to implement new, more effective marketing strategies. Relational marketing, which has gained popularity since the 1980s, describes techniques for achieving high customer retention (Durmaz et al., 2020; Salem, 2021). Relational marketing is "a strategy that focuses on developing and maintaining good relationships with existing customers, rather than finding new customers, as opposed to

Corporate Hospitality Event Guide Corporate Proposal

David Lowe, Roine Leiringer



Corporate Hospitality Event Guide Corporate Proposal:

Event Planning Judy Allen, 2009-04-16 This bestselling all in one guide to the event planning business is back and better than ever fully updated and revised to reflect the very latest trends and best practices in the industry This handy comprehensive guide includes forms checklists and tips for managing events as well as examples and case studies of both successful and unsuccessful events Judy Allen Toronto ON Canada is founder and President of Judy Allen Productions a full service event planning production company

The Comprehensive Guide to Careers in Sports Glenn M. Wong, 2013 Provides an overview of what students should consider and expect from the varied career options available to them in the sports industry This book answers the questions students are most likely to have including what courses they should take the areas of study available to them the salary they can expect to earn after graduation and how they can get the job of their dreams This essential guide will help increase students likelihood of finding careers in the highly competitive sports industry

Marketing Destinations and Venues for Conferences, Conventions and Business Events Tony Rogers, Rob Davidson, 2015-11-19 Marketing Destinations and Venues for Conferences Conventions and Business Events introduces students to key areas of marketing and promotion that are essential if destinations are to compete successfully in the rapidly expanding global business event sector It achieves this by looking at issues surrounding business event marketing strategic planning destination and venue selling strategies and future challenges The 2nd Edition has also been updated to include New content on destination marketing organisations and venues use of technology use and impact of social media sponsorship and partnership issues economic changes as well as their responses to demand for sustainable meetings locations Updated and new case studies on growth areas and emerging markets e g Middle East Asia Eastern Europe Russia Africa and South America but also to include material on mature markets destinations and venue operators A genuinely international focus in terms of content and examples New review and discussion questions and where appropriate learning outcomes New online resource package for students and lecturers including weblinks power point slides and project questions coming soon Accessible global and informative this is essential reading for all future business event and conference managers

Commercial Management of Projects David Lowe, Roine Leiringer, 2008-04-15 This is the first book to establish a theoretical framework for commercial management It argues that managing the contractual and commercial issues of projects from project inception to completion is vital in linking operations at the project level and the multiple projects portfolios programmes level to the corporate core of a company The book focuses on commercial management within the context of project oriented organisations for example aerospace construction IT pharmaceutical and telecommunications in the private and public sectors By bringing together contributions from leading researchers and practitioners in commercial management it presents the state of the art in commercial management covering both current research and best practice Commercial Management of Projects defining the discipline covers the external milieu competition culture

procurement systems the corporate milieu corporate governance strategy marketing trust outsourcing the projects milieu management of uncertainty conflictmanagement and dispute resolution performance measurement valuemanagement and the project milieu project governance contract management bidding purchasing logistics and supply cost value reconciliation Collectively the chapters constitute a step towards the creation of a body of knowledge and a research agenda for commercialmanagement

Proposed Revisions to the Guide to the Rules Relating to the Conduct of Members Great Britain: Parliament: House of Commons: Committee on Standards and Privileges, 2012-12-06 *Events Management* Glenn Bowdin, Johnny Allen, Rob Harris, Ian McDonnell, William O'Toole, 2012-05-23 Events Management is the must have introductory text providing a complete A Z of the principles and practices of planning managing and staging events The book introduces the concepts of event planning and management presents the study of events management within an academic environment discusses the key components for staging an event covering the whole process from creation to evaluation examines the events industry within its broader business context covering impacts and event tourism provides an effective guide for producers of events contains learning objectives and review questions to consolidate learning Each chapter features a real life case study to illustrate key concepts and place theory in a practical context as well as preparing students to tackle any challenges they may face in managing events Examples include the Beijing Olympic Games Google Zeitgeist Conference International Confex Edinburgh International Festival Ideal Home Show and Glastonbury Festival Carefully constructed to maximise learning the text provides the reader with a systematic guide to organizing successful events examining areas such as staging logistics marketing human resource management control and budgeting risk management impacts evaluation and reporting fully revised and updated content including new chapters on sustainable development and events perspectives on events and expanded content on marketing legal issues risk and health and safety management a companion website www.elsevierdirect.com 9781856178181 with additional materials and links to websites and other resources for both students and lecturers

The Complete Guide to Greener Meetings and Events Samuel deBlanc Goldblatt, 2011-09-27 While there are many reasons to incorporate sustainable practices into meetings and events including saving costs and resources protecting the environment improving social issues doing business more efficiently and effectively and attracting new audiences the number one reason to go green is to do business better The book is divided into three parts which reflect defining principles of greener meetings and events Innovation Conservation and Education This book broadly explores sustainable management in the hospitality tourism conference and exhibition and meeting and event industries as well as countless smaller industries that include arts and music festivals and tour operators Readers who are studying in working in or even just interested in these industries will reap innumerable benefits from the exciting journey ahead of them in *The Complete Guide to Greener Meetings and Events* *Event Management* Lynn Van der Wagen, 2010-11-11 Events Management for tourism cultural business and sporting events 4e is a holistic text designed for the Diploma in Events

Management and Advanced Diploma in Events Management and is the essential text for anyone wishing to work in the field of event management The new edition covers all the skills and knowledge students need to become successful event managers Learn how to design plan market and stage an event how to manage staff and staffing problems and how to ensure the safety of everyone involved

Confessions of an Event Planner Judy Allen, 2009-08-26 For anyone planning events student novice or experienced professional *Confessions of an Event Planner* is an apprenticeship in a book This insider's guide takes you on a narrative journey following a fictional event planning company that stages various types of events around the world for many different clients While other books college courses and training programs give you the theory and how to of the profession *Confessions of an Event Planner* reveals the real world of event planning and what can happen usually the unexpected on an event program when actual participants are added to the event planning design and execution mix In a climate of media scrutiny and corporate scandals event planners must be masters of discretion knowing how to avoid and deal with everything from sexual romps to financial shenanigans to chainsaw wielding salesmen dead set on re landscaping the grounds of the resort they're staying at From an event planner who's seen it all and knows how to deal with it all comes practical first hand advice delivered in an entertaining and accessible format Each chapter is set in a unique location with a cast of characters and a host of challenges and problems to overcome from the boardroom to the resort guest bedrooms Readers learn what they can come up against how to problem solve creatively on the fly get ideas for staging spectacular events and see the principles of event planning in action The scenario in each chapter is introduced by an outline of what will be covered in the chapter and each chapter concludes with a series of review questions to explore key issues and stimulate reflection or discussion for individuals or groups Ideal as a companion to Judy Allen's six other event planning books as a textbook in event planning courses or as a professional training tool *Confessions of an Event Planner* prepares planners for what they can expect once they start working in the world of corporate and social event planning and will help decision makers set company policies procedures and protocol and promote discussion about codes of conduct in the office and offsite

Event Planning and Management Ruth Dowson, David Bassett, 2018-11-03 *Event Planning and Management* second edition is an ideal resource for those seeking a step by step formula to plan and deliver a successful event With the vital balance of professional experience behind them the authors teach the next generation of event planners with unrivalled knowledge ensuring an effective event process from start to finish This book delivers practical understanding of the theory and practice needed to activate each stage of planning from initial venue selection budgeting and programme content to managing stakeholders and sponsors promotion risk assessment safety and post event evaluation Fully revised the second edition of *Event Planning and Management* expands on managing events on the day and explores the PR and experiential marketing boom for live brand experiences Including updated real world case studies from around the globe it also features an invaluable toolkit of templates planning checklists and budget sheets Accompanied by a host of downloadable resources

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