

THE EVENT COMMUNICATION VECTOR OF EFFICIENCY OF MOROCCAN LARGE COMPANIES

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ABSTRACT

The event communication has for objective to give another dimension to the company or to the brand, by bringing it out of its daily life and by developing relations with its target public, around their centers of interests. It may be by sharing the same passions, by making live feelings to a group, by federating and by creating links; because today we need a more emotional and more real component. Since a few years, the event communication seems to be "revisited" by companies and appears to stand out as an alternative to media or other more traditional tools. For the upholders of the relationship marketing, this communication delivers "a social message which affects the spectator or the auditor in its inhalation to be a part of a social, sports or artistic community" (PERLSTEIN and PICKET, 1985). Therefore, we are going to expose our researches and would try to answer the following problem: «what is the impact of the event communication on the Moroccan large company, independently of any different parasite variable? ". The objective of our research is to try to make notions understand around the event communication, and especially the evaluation of its added value on the efficiency of the Moroccan large company. To try to answer these questions derived of our problem, our research will concentrate on: a first theoretical part around a set of concepts, a second part will be the object of an empirical study.

Keywords: Event, Communication, Efficiency, Large Companies, Added Value, Relationship Marketing.

ABSTRAK

Event communication bertujuan untuk memberikan dimensi lain bagi perusahaan atau merek, dengan membawanya keluar dari kehidupan sehari-hari dan dengan mengembangkan hubungan terhadap sasaran publik disekitar pusat-pusat kepentingan. Misalnya dengan berbagi passion yang sama, menciptakan rasa kekeluargaan pada grup, penyatuan dan pembentukan link, karena saat ini kita membutuhkan komponen yang lebih emosional dan nyata. Sejak beberapa tahun terakhir, event communication tampaknya menjadi "hubungan peninjauan kembali" oleh perusahaan dan terlihat menonjol sebagai alternatif media atau peralatan lainnya yang lebih tradisional. Untuk penegak hubungan pemasaran, komunikasi ini memberikan "a social message which affects the spectator or the auditor in its inhalation to be a part of a social, sports or artistic community" (PERLSTEIN and PICKET, 1985). Oleh karena itu, kami akan memaparkan penelitian kami dan akan mencoba untuk menjawab permasalahan berikut: "Apa dampak dari event communication pada perusahaan besar di Maroko secara independen dari setiap variabel parasite yang berbeda?". Tujuan dari penelitian kami adalah mencoba untuk membuat negara mengerti tentang event communication, dan khususnya evaluasi nilai tambahnya terhadap efisiensi perusahaan besar Maroko. Untuk menjawab pertanyaan-pertanyaan dari rumusan masalah kami, penelitian ini akan berkonsentrasi pada: bagian teoritis pertama untuk serangkaian konsep, dan bagian kedua akan menjadi obyek studi empiris.

Kata kunci: Event, Communication, Efisiensi, Perusahaan Besar, Nilai Tambah, Hubungan Pemasaran.

1. Introduction

The universe of the communication largely evolved. The coming of new

technologies literally upset established standards for years. This current of change also had repercussions on the demand; the

people are more impervious to the traditional media which they consider too homogeneous. In the era of the hyper-segmentation, how to get out while the going is good? It is when appears a new type of communication: the event communication. It is a question of a set of very distant techniques some of the others. The purposes are also heterogeneous: economic, societal, internal to the company. Its concept is simple: create the event around a product or a service; of a brand; to create the buzz, make speak, gather individuals and affect at the most their target. What differentiates this type of communication of the traditional advertising is its dynamism and its brevity.

Indeed, the event communication has for objective to give another dimension to the company or to the brand, by taking out it of its everyday life and by developing with it target public, relations of complicity and closeness, around their centers of interests. It aims at marking strongly the spirits by allowing the meeting and the sharing of the same passions, by making live feelings to a group, bringing some energy, motivating, federating and by creating links; because today we need a more emotional and more real component.

If the event communication is not new itself, since a few years, it seems to be "revisited" by the companies which resort to it and appears to stand out as an alternative or a complement in media or other more traditional tools. In this context, the event interests more and more companies which conceive it as an essential element of their mix-communication; or more then tat as an essential element to become a successful company on the market. Because this type of communication is good choice for several companies; because it allows to exceed the limits of a purely marketing communication to offer to the company, the opportunity to acquire a wider and less aggressive positive social image.

The fame and the strengthening of image would be the most important objectives of the event communication. The presence of the name of the company and its logo on an event allows to improve its top of mind and its fame, at the same time spontaneous and assisted. The event communication also acts on the image of the company thanks to the emotional dimension which it brings and which exercises a multiplier effect on the image of the brand or the firm because of the alive and dramatic character of the event outside the company. For the upholders of

the relationship marketing, this communication delivers « *un message social qui touche le spectateur ou l'auditeur dans son aspiration à faire partie d'une communauté sociale, sportive ou artistique...* » (PERLSTEIN et PIQUET, 1985).

However, if the objectives of fame and image are essential, firms try more and more to build or to reconstruct a close link with the consumer; the event communication allows to reach a certain identity closeness by creating a link with this consumer.

This is moreover quite particularly perceptible in the United States where its part would border 22 %. However, the available data are not comparable of a country to other, categories of events vary according to the considered geographical zone. The Moroccan company is not besides in front of this type of communication; the interest which becomes attached to this problem today of the fact that Morocco completely opts for the opening and for the modernity. So, it is through our research that we are going to try to have more concrete data on the current situation of the practices of the event communication within the Moroccan company.

The factual communication

constitutes our object of research, and it is necessary to specify the mobilized definitions. What an event? The answer to this question is not so much simple, the event is multi-form: show, virtual show, fairs, press conference, sponsoring, ... The term indicates a multitude of so different situations as it seems very difficult, in first analysis, to reveal what are the common lines of these diverse moments.

2. General Problematic

Besides, it appeared to us in the course of our researches, that the event communication is not only effective but also major to promote better companies and strengthen their brand images. As such, the factual communication arouses a lot of questioning concerning, in particular, for what companies wait and which types of events are the most adapted.

We are going to expose our communication and would try to answer the following problem: "what is the impact of the event communication on the Moroccan large company?" Either more exactly "how can the Moroccan large companies be successful and effective by joining the event communication into its global strategy?" "Can we return certain effective event for the company?".

We shall assume that the efficiency of a special event management depends on the capacity of the company to exploit its investment with its various targets. So, to be able to arrive at an exact answer to this problem, we would try to answer several questions referring to it:

- a. What means event communication?
- b. To what is of use the event communication?
- c. How does an event allow a company to communicate?
- d. Can we quantify the impact of the results (profits) of an event communication?
- e. What are the obstacles which it is necessary to face?

3. Objectives and Research Method

The main objective of our research is to try to understand and to make understand notions around the event communication, its integration within the global strategy of the company; as well as the evaluation of its efficiency and its added value on the performance of the Moroccan large company.

So, to try to answer all these questions derived of our central problematic, our research will concentrate on:

A first part will be dedicated on thought theoretical around a set of concepts which

seem to us relevant for the question of the research, searches will be done according to a rather wide literature on the communication, the special event management, the behavior of the announcer and the agency.

Once this abstract frame was developed, we are exactly going to approach more the notion of event communication, its definition, its forms, its domains and its implementation. The objective of this part will be to follow a theoretical model consisting in determining hypotheses of answer to the problematic and to build an operational theoretical frame for the empirical research.

A second part will be the object of an empirical study detailed in the end of this report.

3.1 Marketing and Communication

The Marketing word does not miss definition in the review of literature; however, its importance and its role which show a complexity of the discipline. If the role of the marketing is to create some value, it is necessary to understand it in the sense of the received value, in other words, the perception of what the customer obtains for what he gives.

So, among the levers of value creation in marketing, represent not only

the segmentation, the targeting, the positioning, but also all the elements of the mix-marketing, itself indicating a set of decisions relative to the policies of product, price, distribution and communication of a product or a brand. For example, an institutional advertising campaign, will favor rather the development of the brand, whereas a promotion drive of sales will allow, for its part, to benefit from monetary advantages.

Every component among those of the mix-marketing is endowed with various instruments which are recapitulated in the illustration in which the factual marketing seems classified within the category of tools of the promotional activities.

For several years, the undifferentiated marketing showed its limits. Numerous companies - in front of this report chose to integrate the event within their communications strategy, and more widely, into their marketing policy; what was noticed in all the business sectors.

3.2 The Trio Marketing / Communication / Event in the literature

There is no precise definition on what is the factual communication or the marketing; of the same name; (Lendrevie

and Baynast, on 2004), and moreover, the theme is only little approached on the works of educational marketing. So, ignoring widely this problem, the famous " Marketing Management " of Kotler, Dubois and Manceau (2006), for example, does not deal with the factual communication in the definition of the mix-communication including only the advertising, the sales promotion, the public relations and the direct marketing there. All in all, even in this work the reputation of which is not to be any more made, the event has a place only in introduction as entity to which it is possible to apply a marketing strategy.

Apparently this semantic fuzziness does not save either the managerial practice where, as noted it Boistel (2004), companies are not only incapable themselves to define that is the factual communication but, furthermore, they give it quite a different place and impute it different techniques. So, to return it the place which is his in marketing, it thus seems necessary to try to fill these gaps:

Jaekel (1984): the factual marketing pulls "its originality of its exceptional and limited character, concentrated on some events during one year instead of the implementation of a permanent and little effective advertising campaign". The

event is conceived as being an alternative support of communication.

Diller (1992): the event marketing is "the conception and the planning systematic and targeted by demonstrations and other events according to the principles of the marketing". The event is conceived as being a product.

Ferrand (1995): the factual communication " is a tool, asked to convey a message, to amaze, to dazzle, to move [...] through an event ". The event is conceived as being a tool of the marketing *expérientiel*.

Zanger (2001): the event marketing is "the planning, the organization and the implementation of cultural, sports, tourist, political, scientific or economic events, provided that the objectives of this demonstration turn to the needs for the spectators-participants as customers". The event is conceived as being an instrument of the communication policy.

Desbordes (2003): an event is "a place where men and women gather in a kind of collective celebration, to attend a sports or cultural show. He has to favor the exchanges, the relations, the communication, and allows to be out of the ordinary". The event is conceived as being a technique of communication.

Lendrevie, Levy and Lindon (2006): the factual communication is one "communications' pressing on an event concerning the company, conceived and staged by it". The event is conceived as being a media or a communication medium.

Independently of the classic confusion made between the operations of sponsoring and those of communications by means of events, another limit often comes to restrict the reach of the works which join this second perspective. It concerns the area of the events by which it is possible to communicate. Indeed, the spectre of the forms of events is very vast, energy of the simple agreement of company in Olympics and the restrictive definitions do not allow to take into account this variety.

3.3 Integrate the event communication into the communication policy:

Indeed, the implementation of an event leans on the action which is joint, coordinated and simultaneous of various categories of different actors, worth knowing:

- a. The suppliers, those who sponsor the organization of the events to communicate;

- b. The factual agencies, those who plan, realize, and produce and sometimes designed events for the suppliers;
- c. Service providers specialized in the special event management to which agencies sometimes delegate a part of the tasks to be made;
- d. The applicants of the event, the possible participants.

On the other hand, the addressees of the event do not establish either a homogeneous group of individuals, we distinguish in this respect:

- a. The direct audience of the event, that is the people actually present;
- b. The indirect audience of the event, that is the people who attend indirectly the event;
- c. The target of the event which is not represented in its direct or indirect audience and which it is necessary then to reach by other ways.

The company is conscious that the opportunities of meeting with a public cannot be wasted; that is why it is necessary to pay to it the biggest attention, to prepare them carefully and to integrate them into a strategic communication policy.

3.4 Effective and efficient Event communication

3.4.1 Good event communication

The success of a factual operation requires a renewal of the ideas which dismissal in an important creativity, an evolution of the know-how and the permanent questionings of the procedures and the used methods; on one hand. But of one somewhere else, the quality and the coherence correspond to determining factors of success of this communication.

- a. The choice of the guests is essential in the success of the organization of an event; to be able to speak afterward about a successful enterprise which made a success of its event: Invite the decision-makers and their assistants: it allows to reduce the time required for the process of sale. It is necessary to inquire about the decision-making power of people who will be present.
- b. Invite personalities well known or celebrities: the image received from the event will thus be positive. This allows to add a certain credibility to the event; that is why it is necessary the selected goods.
- c. Invite some journalists: this technique is a very effective tool to

make win in fame the event
(Relation presses).

- d. Make follow-ups: it is necessary to make sure by the various possible methods (telephone, interview, mail and e-mail); of the presence of all these people.

For this fact, to make a success its event, it is necessary to think of a very original and attractive invitation to awaken the curiosity and give the desire to guests to come.

3.4.2 Measure of the efficiency of the event communication

It is difficult to reach a goal when we do not know how to measure him (it). The determination of appropriate indicators can be made thanks to the evaluation pre-event of indicators such as the number of sales of a product, a poll (sounding) on the fame. The latter must be quantifiable to be able to be again estimated after the event.

By keeping all this information for a comparison meadow or comment event, the company can justify its actions and especially improve its interventions. It is quantifiable thanks to the knowledge from an event to other one of the number of participants, the number of sent invitations, the rate of answer, the number of people met by the team etc.

The impact of every event is analyzed by a series of indicators which correspond to specificities and to strengths of the media event. Other measurement tools for the impact of this event communication are:

- a. The direct audience: that is the number of individuals exposed to the event.
- b. The indirect audience: who wants to means the cover in the media and the media fallen again.
- c. The nature of the exhibition obtained by means of indicators.
- d. The qualitative / quantitative interrogation of the consumers before and after the event or after the product, as well as the construction and the evolution of its image.

3.4.3 Stages to be followed

A research ground will be made to obtain concrete results on a problem which will result from a search for the literature. And because of the pursued objectives, our methodology will join a second part in an approach adductive based on a qualitative approach. Our empirical search will rest on an exploratory study (On practical cases), based on methods of collection of qualitative information. In practice, the

directive semi interviews will make the main source of information during our empirical search.

It should be noted also, that this work can join only the qualitative searches (researches); it is necessary to confirm the information collected by a quantitative investigation with a statistically significant sample of the Moroccan companies;

Certain audit of the efficiency of the event would be essential to measure the impact and effects. The results obtained during the empirical study will be presented then will have to confirm the composed hypotheses. Finally, during the analysis of these results, the research will show what are the contributions, the limits then the future ways of works.

4. Conclusion

Much more than a topical subject, the event communication is in the center of the interests of companies for the world, including the Moroccan company.

But the concept is problematic from the point of view of its definition, of its perception by companies, its implementation and how to audit its performance and its efficiency.

However, the event communication is especially characterized by the use of an event as a foundation of the communication. Sport, culture, movies, television programs, shows, conferences, social or scientific events are so many bases used by companies for their communication.

It is then a question of choosing the event the best adapted to the objectives of the company, to its targets, and just like its products and services. Risked by nature, the event communication can be chosen as corporate purposes, by human resources management or by valuation of brands.

Finally, the event communication must be estimated as quite different technique of communication to know the efficiency.

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APPENDIX

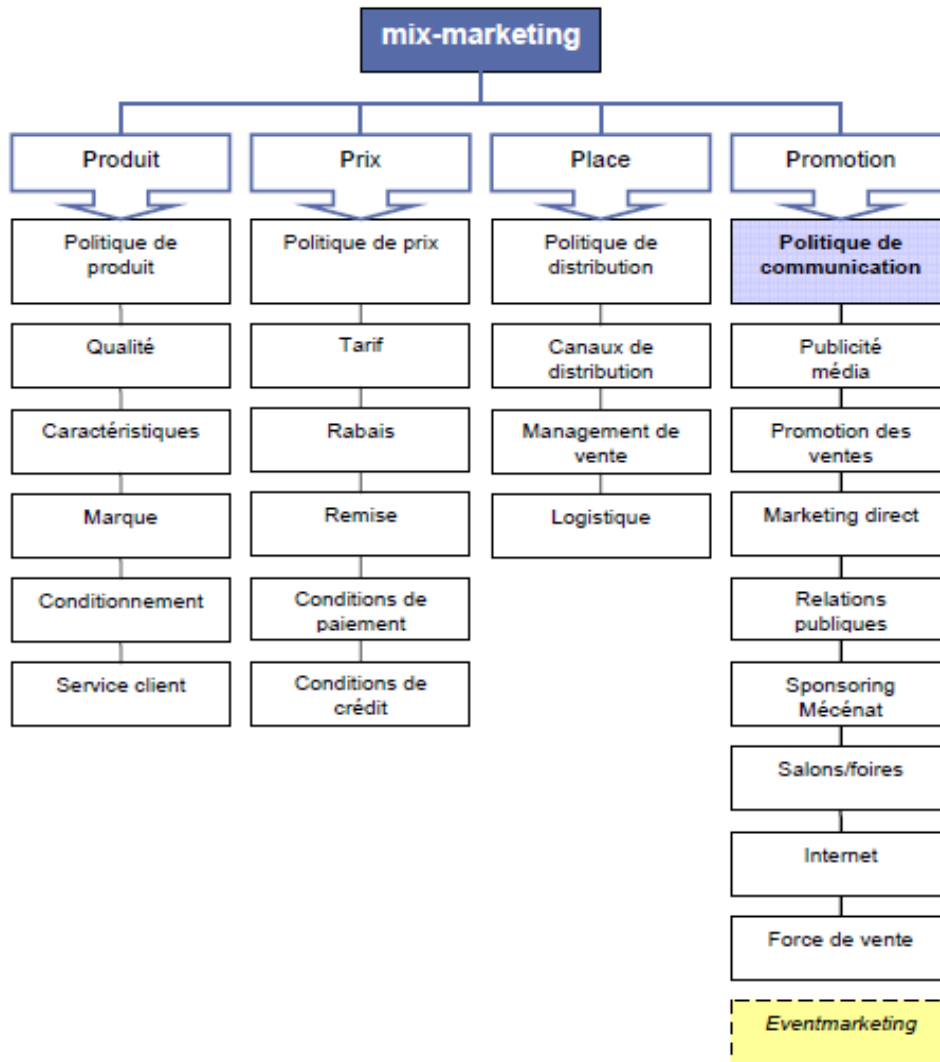


Figure 1. Mix-Marketing Instruments