**Open Questions**

**1 Introduction: Events as a Strategic Marketing Tool**

**Question 1**

For each number in figure 1.1 of the book, fill in at least one example of an event and explain, for each example, why you think it fits there.

**Question 2**

Events are increasingly used for various purposes, such as relationship marketing or city marketing.

a What makes an event a suitable marketing tool these days?

bIn the professional literature on marketing, events and (live) communication, look for three articles that show that events are becoming increasingly important.

**Question 3**

In the professional literature, look for an existing event that was used strategically and fill in the EVENTS model for this purpose.

**Question 4**

Look at the definition of a strategically used event for marketing purposes in section 1.4 of the book and find an appealing example for this, such as the Red Bull Air Races. Work out the various components of the definition.

**Question 5**

We distinguish roughly two types of events: corporate events and public events.

a What are the differences and similarities between both types of events?

b The dividing line between corporate and public events is becoming less clear. What does this mean?