**Open Questions**

**3 Event Marketing**

**Question 1**

There are several types of event marketing. The event supplier may:

a Think up and organize the event him/herself;

b Connect with an existing event;

c Facilitate or finance the event.

For each of the three types, please give a substantiated example.

**Question 2**

Find an appealing example on the internet for each of the strategies of relationship marketing, marketing communication, city marketing and branding and describe the case in a maximum of one A4 page.

**Question 3**

What is the reason for Bogra (see boxed text in section 3.7) to use the event as a strategic marketing instrument?

**Question 4**

Event marketing can be broken down into two approaches: marketing for events and marketing through events.

a Explain the difference between these two approaches.

b Give an example of marketing for events and marketing through events.

**Question 5**

Name at least four arguments to convince your supervisor to use an event to achieve marketing objectives.