**Open questions with answers**

**5 Events and Marketing Communication**

**Question 1**

a Give three good reasons why events are ideally suitable for generating free publicity.

***Answer to question 1a***

Events:

* often reach many people;
* have lots of consequences for these people;
* are a welcome change (from everyday routine);
* often generate high commitment.

Due to these characteristics, the event has news value. The amount and scope of attention that the press will give to it will obviously be variable and dependent on lots of factors.

b Live communication is highly effective and can be used for various purposes. This has to do, among other things, with the levels of free publicity that events often attract. For what communication purposes are events ideally suited?

***Answer to question 1b***

b Creating experience moments, obtaining good exposure, unique promotion of products, services or companies, generating attention for the message, and building commitment to a product, service or company.

**Question 2**

Read the case description below and work out the assignments.

**PAN Amsterdam and Oyens en Van Eeghen**

PAN Amsterdam is an art, antiques and design fair held every year in RAI Amsterdam in November. PAN Amsterdam is highly varied: contemporary art and design go hand in hand with historical art objects, such as a 16th-century Madonna, a spectacular crystal chandelier or a beachscape by Cézanne. PAN Amsterdam is organized by Pictura Antiquairs National BV, located in Helvoirt. In 1987, six leading Dutch antique and art dealers founded the fair, which will mark its 25th anniversary this year. PAN stands for Pictura Antiquairs Nationaal and constitutes the national counterpart of Antiquairs International & Pictura Fine Art Fair, currently known as TEFAF, in Maastricht. In 1987, all 83 Dutch dealers took part. Modern art was represented too at PAN Amsterdam. In 1993, the Oude Kunst- en Antiekbeurs Delft merged with PAN Amsterdam, creating the most important national art and antiques fair. From that year onwards, the fair was held in the RAI Parkhal. Photography was represented at the fair for the first time in 2001. And in 2008, the design pavilion was added to PAN Amsterdam.

Oyens en Van Eeghen is the principal sponsor of the fair. As it turned out over the years, many of its clients have a passion for art and culture, which is why the business regularly organizes special meet-ups with its clients. In the past, the business welcomed many of its clients at TEFAF Maastricht. It was a dedicated partner of the Kunst- en Atelierroute in Den Bosch and it organized several prominent events in 2016 on the occasion of the 500th anniversary of the death of artist Jheronimus Bosch.

Kempen & Co, a subsidiary of Van Lanschot Bankiers, is situated at a five-minute walking distance from RAI. During PAN Amsterdam, various lectures and presentations will be held here to optimize relations between the banker and its clients. After a welcome and presentation by art curator Hijmersma, the clients will be brought to the fair by shuttle bus services.

PAN Amsterdam has about 125 participating antique dealers, art dealers and gallery owners from a wide range of disciplines and visitor numbers have risen from almost 11,000 in 1987 to more than 46,017 in 2016.

Source: [www.oyens.com](http://www.oyens.com), adapted by the authors

a Fill in the communication model from figure 5.2 in the book for the relationship events organized by Van Lanschot Bankiers during PAN Amsterdam.

***Answer to question 2a***

* Sender/brand: Van Lanschot Bankiers.
* Event: PAN Amsterdam.
* Recipients: business contacts and clients of Van Lanschot Bankiers.

bTranslate the four aspects of the message into the relationship events of Van Lanschot Bankiers during PAN Amsterdam.

***Answer to question 2b***

* Business aspect: date and place of PAN Amsterdam including information about the special programme of principal sponsor Van Lanschot Bankiers.
* Expressive aspect: image of the art fair rubs off on Van Lanschot Bankiers. Art and antiques appeal to wealthy people. Value fit between the fair and Van Lanschot Bankiers.
* Relational aspect: client feels special thanks to special treatment by his/her own bank at a prestigious fair.
* Appealing aspect: stay with us as a client. This is where you belong. We hope you stay loyal to us.

c Formulate a knowledge, attitude and/or behaviour objective for the relationship marketing events of Van Lanschot Bankiers.

***Answer to question 2c***

The emphasis is on attitude: promoting loyalty by making sure the client feels special.