**Open questions with answers**

**7 Events and City Marketing: The Role of Events in Cities**

**Question 1**

In order to become an eventful city, it is important to score well on a number of points within six different domains. In addition, there is the overarching principle of sustainability to be considered. For the domains of events programmes (culture, place, power, relationships, resources and planning) and for sustainability, explain what the critical success factors are for each domain in a city or region of your choice.

***Answer to question 1***

Example: Rotterdam.

* Culture: summer carnival, events policy with attention for art and culture, events in neighbourhoods and multicultural events. Apart from culture, Rotterdam also heavily invests in sports.
* Place: Rotterdam as a modern new metropolis has succeeded in making what at first sight appears to be an unattractive space (non-historical city centre) an excellent stage for various events that are just right for a modern city. The Red Bull Air Race and Bavaria City Race suit the space and environment of Rotterdam.
* Power: As an organization within a municipality, Rotterdam Festivals is responsible for the sustainable effects of events. This is how, within the municipality of Rotterdam, this issue is organized and coordinated within the various policy areas. Rotterdam Festivals constitutes a visible point of contact for citizens, event organizers, etc. and acts as a driver for a good events policy.
* Relationships: Rotterdam Festivals works together with the citizens, with the municipality and with entrepreneurs and seeks affiliation with IFEA Europe and Worldwide.
* Resources: Ahoy, de Kuip, de Erasmusbrug, public space in neighbourhoods, de Coolsingel and the good infrastructure. Financial resources are shrinking: Rotterdam Festivals promotes events, but not always subsidizes them. Volunteers/citizens are encouraged to get involved during events and to initiate events.
* Planning: clear vision (example available on the internet), long-term vision of the importance of events to Rotterdam.
* Sustainability: check the extent to which Rotterdam sets requirements for sustainability with a focus on people, planet and profit.

**Question 2**

A few years ago, the mega-sized event Floriade took place in Venlo. This World Horticultural Expo takes place once every ten years and attracts about two million national and international visitors. The region, but also the Netherlands, uses this event to position itself attractively. This works differently for these kinds of major public events than for corporate events.

aWhat is the difference between marketing through an event by brand or company and marketing through an event by a region or country (city marketing)?

***Answer to question 2a***

Municipalities influence the market more indirectly through their spending and investments. Their thinking is increasingly market-oriented, but they do not operate in markets in the way that brands or companies do; markets where supply and demand need to be geared to each other through the price mechanism (see section 7.2.1 of the book). Moreover, local authorities are not the only broadcasters. The companies that are based there and the local residents can also act as ambassadors, but they cannot be used as puppets at will. An event in a city can therefore be promoted and facilitated, but is never entirely the city’s ‘property’.

b Name at least five possible goals that Venlo and the region of Noord-Limburg can pursue on the occasion of the Floriade (World Horticultural Expo).

***Answer to question 2b***

Use the goals in section 7.7 and apply this to the case of the Floriade in Venlo.

**Question 3**

The contemporary role of events in the city is changing. Cultural events are increasingly taking on the role of developers of meanings. Municipalities in the south of the country, for example, are thinking about how to give meaning to carnival. Carnival parades are a form of self-expression which involves strong interaction between culture, economy and place. This holds true for the organizers and residents as well as for the visitors: thanks to events, an appropriate identity can be created and supported, which is done from the inside out, from the point of view of the culture and uniqueness of the city.

Read the information below and work out the assignments.

**Carnival in Noord-Brabant**

Carnival is a celebration that has daily life in its grip for three days, mainly in the provinces of Limburg and Noord-Brabant. Carnivalists go into the streets dressed up and meet up in pubs and banquet halls. The party locations are decorated with masks and serpentines and the party music is mainly their own carnival repertoire. The time of carnival depends on the changing date on which Easter is celebrated every year. The seventh Sunday prior to Easter Sunday is carnival Sunday. On carnival Saturday or Sunday, the Prince takes over control from the civil authorities for three days and celebrates carnival with all local residents. On one of the three carnival days, the parade passes through the streets: the victory march of Prince Carnival. On carnival Tuesday, around midnight, the mascots and symbols are ritually burned and on Ash Wednesday – the beginning of Lent – normal life is resumed.

*Carnival parade in Roosendaal*

Cities in Noord-Brabant change their name every year from the eleventh of the eleventh (i.e. 11 November). On carnival Saturday, the carnival parade passes through the streets of the city centre. The mayor hands over the key to Prince Carnival, followed by the advertising parade and the parade itself. The floats are judged by a jury and the most beautiful or original ones will receive a cash prize.

*Target group*

The target group of the carnival parade are the residents of the cities and the region. Within this primary target group, a distinction is made between the following groups:

* Participants: the participants of the carnival parade are very important, because without them, the parade would not exist.
* Visitors: the carnival parade brings out lots of people. Most of them come from the city or surrounding villages, but the party also attracts visitors from the north of the country (‘above the rivers’).
* Schools: most carnival associations have the mission to achieve more and better involvement of young people in carnival. The associations start very early on. For example, projects are set up for various age groups in primary and secondary education. In this way, the pupils’ knowledge of carnival is increased, but the association also hopes to eventually involve more young people in the organization in this way.

The carnival parades in Noord-Brabant fall into the subcategory of parades, but also have common ground with cultural events and musical events (also see the types of public events in section 1.7 of the book).

*Top 10 Brabant traditions*

Erfgoed Brabant, together with the Nederlands Centrum voor Volkscultuur (VCN), have drawn up a top 10 of traditions which the people of Brabant find the most important:

1 carnival

2 sinterklaas

3 eating together

4 giants

5 religion

6 Christmas

7 singing on Epiphany Eve

8 dialect

9 fun fair

10 Zundert flower corso

*Celebrating carnival: yes or no?*

The Brabant daily papers and Omroep Brabant conduct an annual carnival poll. The following relevant topics are discussed: whether or not to celebrate carnival, age issues, where and how often to celebrate carnival, expenses during carnival and what to do during carnival. The following can be concluded from this survey.

* Just over half of the people of Brabant say they are real carnivalists. Some of them say they used to be, but not anymore now. A large part of the interviewees report that they once saw themselves as real carnivalists. Few Brabanders say they hate carnival and less than 5 percent never celebrates carnival.
* On average, Brabanders start celebrating at the age of nine and stop at the age of forty. People who grew up outside Brabant, start celebrating carnival considerably later, at the age of eighteen. Most respondents stopped celebrating carnival because they didn’t like it anymore, but also because of physical limitations and age.
* More than half of the interviewees celebrate carnival in their home town and more than a third celebrate it both in their home town and in other places. When looking at the frequency of the number of carnival days celebrated, it becomes clear that many people celebrate four or more days of carnival. These are mainly young people aged between 16 and 29 and men between the ages of 30 and 55.

The favourite part of the interviewees is the carnival parade. 80 % of the interviewees watch or take part in the parade in their own town.

Source: internal publication by NHTV, adapted by the authors

aBased on this information and the theory from chapter 7, describe the meaning of the carnival parade to the cities in Noord-Brabant in about five hundred words.

***Answer to question 3a***

This concerns the three main target groups of a city: why is this carnival parade important for residents, visitors and companies (see section 7.7)?

bMention five objectives that Noord-Brabant cities can achieve with carnival and the carnival parade.

***Answer to question 3b***

* Improving the quality of life in the city.
* Creative activity.
* Close cooperation between local voluntary organizations and the business community.
* Increase in types of audiences.
* Economic and social benefits.

cMention at least five advantages of events to a city over physical infrastructural objects and illustrate those advantages by means of the carnival celebrations in Noord-Brabant.

***Answer to question 3c***

* Events are more flexible, the parade, for example, is movable.
* Events add something to the city, such as a special atmosphere and ‘dressing up’ of streets, neighbourhoods and residents.
* An annual event such as carnival provides ‘rhythm’ in the city.
* Events create spectacle and atmosphere in the city; objects don’t.
* Carnival gives meaning to the city and to the time before Lent.

dEvents are important for a city. Explain for which three main groups of a Noord-Brabant city carnival is important and why.

***Answer to question 3d***

* Visitors: attracting visitors, especially by means of the parade. Visitors spend money in the city.
* Residents: liveability, well-being, conviviality, liveliness, relaxation and social cohesion.
* Business: the image of the city as a Brabant carnival city radiates to the identity and image of local businesses. It offers opportunities for special treatment of clients and partners and to sponsor local initiatives, which improves the relationship with residents and the local authority.