# Preface

The first decade of the twenty-first century and in all corners of the world, there has been same interest and participation in events as they play a significant role in the development of culture, arts, education and tourism (Bowdin et al., 2011). In the history, events always played an important role in society, either to get out of the routine of daily life, or to celebrate some important things or persons (Shone & Parry, 2010). Events have long played an important part in everyday life of people and societies. The term event is used for describing different activities designed for different purposes. These activities can be art, sports, recreation and social activities, and can also be activities organized by giant organizers at a more professional and national or international level. According to Getz & Goldblatt, events are unique moments in time and aside from everyday occurrences (Berridge, 2007). Nowadays, the ability of event marketing to provide deeper consumer participation with new, interactive and interesting events attracts great interest among event planners (Close et al., 2006).

The events industry, including festivals, meetings, conferences, exhibitions, carnavals, sports and a range of other events, is rapidly developing and gains a significant contribution to business and recreation related tourism. O'Toole & Mikolaitis (2002) identify that, as growth in the demand for events has occurred and the events themselves have become increasingly complex, the event organizations have become also increasingly professional (Daniel, Bogdan & Daniel, 2012: 5410). Event marketing is a group of activities aimed at high level of participation. The events include the target group, company and products, as well as giving the target group an experience that appeals to be memorable (Martensen & Grønholdt, 2008). The impact of technology can be clearly seen in our daily life and all the facets of businesses and event organizations. Technological innovations have changed equipment, made them more sophisticated and impactful, and have led the way to develop and present better and memorable events (Flowers, & Gregson, 2012). There has been huge advances in technology and were applied to more business functions with the inclusion of Information & Communications Technology (ICTs) recently. All these technological developments with the growth of government and corporate involvement in events also affect the event industry. Information & Communication Technology is now offering advanced, fast and reliable communication possibilities all over the globe. Events industry has adopted itself to these changes as powerful tools to improve its services and products rapidly, and has attracted considerable attention which has caused it to be largely expanded. The newly emerged communication tools and media have made it possible for event planners to engage easily with their customers on network or the other way around. More interestingly, the use of social media, email, mobile, and other platforms enable the messages to be better delivered throughout the duration of the event (Mahdzar, Muhammaddin & Zulkepli, 2017).

While Information and Communication Technologies create a difference for event planners around the world, it is important to consider how it changes the event industry. Events become some of the top priority businesses for marketers. There is a continuously increasing demand and supply of events. They help to generate new businesses at destinations, create new jobs and help improve the image of destinations. Some of the most successful festivals and carnivals, for example, are the most important business activities such as Venice, in Italy, Sturgise in United States and Rion Carnival in Brazil. Like any other sector, technology is altering the way event marketers/organizers do, develop and present business. For example, event organizers are now able to capture data from preferences of interest in various sessions at a congress and develop products and services accordingly. Successful event management needs distinct sets of activities from each other and needs different skills to develop, plan, structure and run an event, what are widely regarded as the functions of management. Efficient management of large crowded events has been always a challenging situation. Successful management of such events largely depends on the effective use of technologies (Yamin et. al., 2008). The advances in technology, communication technology, the linking of information and the internet (Goldblatt, 2008) along with other innovations, have affected the marketing of events and created a global opportunity to enter new markets (Bowdin et al., 2011; Getz, 2012). There are many business cases where the use of latest technology can vastly improve their management. In recent times, many types of artificial and sensor devices, including RFID tags, have been developed and effectively used in event environments. Such technologies, combined with appropriate systems, can be used to improve the crowds and flow of event at every step (Yamin, et. al., 2008). It is important that event developers employ advance technology to gather insights, use this information to improve customer experience, and monitor and track results. In order to achieve this end, businesses need a detailed digital strategy that covers all aspects of the event (Regalix, 2019). As a result, Sherlock & O'Connor (2014) state that the positive impacts of effective utilization of technology in event business is the growth, development and feasibility of events.

Particular attention is given in the book to the concept of ICT evaluation and examination in the context of events. Such an effective utilization offers the event participants a more personalized experience and an increase in practitioners' level of professionalization. This book presents deep and broad information on ICT technologies used at events and also incorporates the most up-to-date thinking in event marketing. All the book chapters examine the issues of new technological subjects on the event sector. Some book chapters include best practices in event. The chapters in the book lead the reader gently through the new technological applications and practices. This book provides for practitioner both conceptual underpinnings of this field and the practical requirements for selling and ensuring the future success of events. The broad approach of this book makes it useful to academic researchers, students, and practitioners and all those with an interest in the field of event marketing.

## EMERGING TECHNOLOGICAL TOOLS IN EVENT MARKETING

Knowing event technology trends and adopting the most valuable and effective ones to run various types of events successfully gives planners and developers new approaches and venues for a competitive advantage over their rivals. Technology makes more versatile applications to appeal to all kind of event consumers. Meetings become more interesting with various applications, concerts are more exciting with holographic presentations of past stars such as Michael Jackson or Elvis Presley, and weddings are more memorable with live broadcasting all over the world for family members and friends. The technology also

can improve organized events, attract more customers and allows automation at a certain access points. Apps help event planners create a customized visitor experience. The event companies are changing their mindset for transforming themselves to suit and appeal the consumers with new event technology. Companies are using technology to stay closer to their customers, using social media to create awareness and using websites to share information and improve and grow collaboration among partners and stakeholders (Kang, Tang & Fiore, 2014). Due to the rapid growth, development and competition surrounding of many events (Goldblatt, 2008) technological applications are being widely used throughout all the phases of event management (Sherlock & O'Connor, 2014).

ON the other hand, technology is constantly evolving. Digital transformation using digital technology to automate standard processes is an essential and viable trend in every phase of our daily life and life of all businesses. Technology is not only transforming the way we do business but also helping people to lead more comfortable lifes with more affordable gadgets and applications. With technology becoming increasingly dominant in society and in the events industry, the shape and procedures have changed due to the innovations and developments in event technologies (Bizzabo, 2019). The role of technology in the events industry is becoming increasingly important with the dominance of technology. Technology in recent years has gained a dominant role in developing and planning events (Peacock, 1995) and had a major part to play in the growth, development and feasibility of many events (Goldblatt, 2008). Utilizing technology in the events industry means more professional planning, more reliable and flexible execution, new products, services and offerings for every needs and expectations of costumers and superior transport along with the benefit of globalization (Krugman & Wright, 2007). Recent development in technology has been incomparably astonishing, cutting across all area of human lifestyle. It ranges from series of events like technology meetings and trade shows to techno shows where robots, artificial intelligence and new equipments meets the every expectation of attendees. And many of these event trends keep exhibiting new innovations (Hindman, 2018).

Event organizers are now attempting to adapt their style and methods, in order to embrace the new era where digitalization, artificial intelligence and virtual reality will become the ruler of the industry. Advanced technology is on the way of improved visualization and application, as well as speedy and seamless accessibility for better customer experience. The CEO of Mbooked organizations, Michnowski express that one of the most important trends for 2020 that event planners need to watch out for using of social media for communications, event promotion, and community building (Michnowski, 2019). Technology allows event developers and organizers for automation of various elements of planning and managing events whilst it presents both opportunities and challenges for the events industry. As event technology continues to develop and be refined, it becomes easier to implement whatever the customers wants and expects, even exceeds their expectations in various instances and make accessibility to events all over the world better than ever. The latest event technology trends are Virtual Reality, Artificial Intelligence, 5G Technology, Chat Bots, Internet of Things, Big Data, and Augmented Reality are changing and will continue to change the shape, structure and rivalry in the event industry. New marketing platforms and technological innovations create comprehensive experiences around events by using social media and digital communities. With easy access to data and technology, human will also witness a shift in versatility of events instead of uniform products and services to highly personalized events.

## ORGANIZATION OF THE BOOK

This book is a combination of concepts and practices related to management and marketing of events in regard to ICTs and consists of 16 chapters in total. The organization of the book follows a general to specific approach to event management and marketing, and technology process. A brief description of each of the chapters follows:

Chapter 1 reviews the factors which can affect the success of events activities in the context of ICT. The authors of this chapter provide a roadmap to the target audience for the success of future events. They stress the fact that technological applications that may be among the key factors in future festivals.

Chapter 2 presents a deep view between social media and events based on literature and build a conceptual framework of this relationship. The author elaborates the integration of social media and new event practices with studies and research reports in the field.

Chapter 3 examines marketing innovations in industry 4.0 and their impacts on events marketing. The chapter identifies the effects of the development process and components of the Industry 4.0 concept on event marketing. It explains marketing innovations in the Industry 4.0 perspective and evaluates event marketing to meet the expectations of the target groups.

Chapter 4 evaluates the new emerging technologies from the event industry perspective and contains conceptual approach. To provide information, existing literature and related websites have been reviewed. Some of the main applications frequently used in events are expressed with examples.

Chapter 5 presents the concept of digital marketing and the digital marketing methods are discussed in the first part of the study. The chapter also is described and digital marketing applications in event tourism and also goes into great detail on how ICT can play a role in effective marketing activities for events.

Chapter 6 describes the importance of ICT in human resources management and evaluation in terms of event. Chapter addresses the issue of how organizations will perform the functions of selection and recruitment, job analysis, education, compensation, planning, and motivation of volunteer employees, performance evaluation and occupational health and safety, which must be carried out in order to manage the human resource at events.

Chapter 7 presents a broad overview of the opportunities and challenges of event marketing in the digital era. It states the effect of digitalization on event marketing. It also focuses mainly on the opportunities and challenges created by ICTs and ICT in the tourism industry.

Chapter 8 which examines organized events within the framework of art activities offers a new perspective on digital art and digital museums. The author argues that development of digital art has led to the emergence of tourist attraction centers.

Chapter 9 describes the relationship between the social media and event. Suggestions are provided for event planner about keep the participants' interest alive by establishing uninterrupted two-way communication during the event and use social media to ensure that the effect lasts longer when the event is over, to reach potential participants in the future and to make strategic evaluations about the event.

Chapter 10 provides a general perspective of event marketing and new event trends the author examines some advantages of event marketing. They also covered in details the new challenges and new opportunities in event marketing.

Chapter 11 presents at the roles of virtual reality (VR) in order to create a quality event planning and management and it provides the underpinning implications for event practitioners about VR. The chapter ends with three main implications for event practitioners, including improving event management work, enhancing event volunteer performance and experience and acquiring VR competencies.

Chapter 12 is concerned with artificial intelligence applications for event management and marketing. The author explains the artificial intelligence applications used in the event industry and the contribution of these applications to the event stakeholders.

Chapter 13 covers the new event trends in the context of communication digital marketing communication. It highlights the new event trends used in digital marketing communications such as real-time events, social events, storytelling, virtual reality and augmented reality applications, influencers and virtual communities.

Chapter 14 brings a new perspective and evaluates the applicability of industry 4.0 at events organized in the context of gastronomy. The authors focused on the emphasis on new technology in banquet organizations. The author examines augmented reality in restaurant menus.

Chapter 15 is concerned with importance of social media in terms of the effective and efficient marketing of events. In addition, the section discusses why social media has become so important for today. Conclusions have been made about the future of the social media and events industry.

Chapter 16 is concerned with effective using of website in large-scale event with an example and provides a general perspective of properties of the event websites and express that what benefits will website offer to event users. The author of this chapter contends that large-scale mega events are more easily noticed by the participants through the effectiveness of web marketing. The effectiveness of web marketing in the perspectives of the participants of the event becomes an important element and positively affects the preferences of the visitors.

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