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**Department: MANAGEMENT AND INFORMATICS**

MASTER THESIS

**“EVENTS MARKETING IN KOSOVO”**

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## **INTRODUCTION**

Event marketing is an industry that is growing at a significant speed, and simultaneously marketing is a form in the fastest growing in the world of marketing. Unlike marketing and marketing organization in the classic sense, marketing events in contemporary concept is quite new and there are many different types of definitions in what marketing events do.

While, in Kosovo the concept of marketing events has passed through different phases. Such events in Kosovo in one form or another have been organized in various forms as will be noted from the discussion following this paper. As to the meaning and form of the events organization and marketing their contemporary meaning it can be said that in these times lies in the early stage of development and therefore requires care and added work to postpone the process of its development.

In general marketing of events is long-term strategic planning activity in which the company or organization uses the event for unforgettable moments to communicate with a selected group. Organizing the event is hard work, but at the same time very useful, the marketing of the event is not less easy. The event should be contemplated as the unique opportunity to meet other people like; a customer, a partner or an employee.

### **Aim of the paper**

The main goal of this subject is to provide a critical analysis regarding the marketing of events. The role and contribution of marketing events will be evaluated in the process of economic development of Kosovo. In continuation of this critical research analysis, another goal of this thesis is to improve the standards in organizing the events and their marketing to improve the ability of organizers in achieving the aims of every event.

As a complement to this, the goal of this research is to examine and analyze earnestly offers from the organizers of events and outline the duties and obligations that organizers of events have in connection with the marketing part in Kosovo in a research.

## **CHAPTER IV: Conclusion and Recommendations**

### **Conclusion**

After reviewing the many aspects as discussed above during this work, thesis has addressed in many aspects of matters relating to the marketing of events generally with focus on events marketing and their organizing in Kosovo.

The paper began giving historical background regarding the development process, noting that such marketing events occurred long ago in various ways. However, the concept of events marketing in modern or contemporary sense started to happen in the 90's. The same trend of understanding contemporary marketing events has conveyed Kosovo too, where marketing events in Kosovo is being developed and managed in the spotlight even though with slow steps.

In reality the beginning of modern marketing events started through sponsorship of the Olympics in 1994, and which simultaneously mark the rise of industry marketing events. Nowadays organizers really think on what is being organized, and how it is organized, including the part of marketing events.

Also, in the first chapter it was pointed out that there are many different types of definitions on what the marketing concept is. In general, event marketing is a long-term strategic planning of activities in which the company or organization is using the event to remember the unforgettable moments to communicate with a selected group of people.

An essential element that the study has highlighted is that without satisfied customers is impossible to achieve success of events marketing. In short, organizations need to know or to know its customers and their needs, expectations and motives.

Also, an essential element that deserves more attention is that often the reasons for the high cost for the organization of an event is because companies do not quite understand the significance of marketing events. Likewise, it seems that companies or interested party neglects it, because for the planning and execution of an event is required more organizational and managerial knowledge, so not everyone can organize such an event. As a consequence we forget or in their mind it seems impossible that the events can be organized in a cost-effective, without making higher expenses.

Part of the message of this paper among others is the advantage or priority of marketing events against other means of marketing is its intensity, individuality and interaction, and immediate feedback from the participants, whether for negative or positive extensive, and in this way the organizer is likely to take immediate steps to improve any eventual damage.

Another important element that was discussed in the first chapter is the evaluation of the complexity of marketing events. First of all it is important to understand that there is only a theory of performance evaluation that can be used for all projects, and for all events. All projects need the tools and techniques of evaluation, although there are some aspects that are

common to all of them. The more complex the marketing strategy is, the more difficult it is to see what influenced the customer to buy the product. However, as conclusion of this issue to avoid the complexity of the evaluation of an event marketing it is important that during the planning phase of the project, it should also be discussed how the evaluation and monitoring of the project should be carried out. Planning for evaluation is as important as planning for the project.

A considerable place in this chapter is the classification of events marketing and other key issues. Events can be classified mainly motivated events, entertainment events and an event with the combination of the previous two and their purpose varies depending on the objective of every event, for example an event can be philanthropic or commercial.

In addition to those discussed so far, there are other important things to be considered in the field of marketing events. Identity is what an organization wants to stay or get recognized and of course through event marketing this goal is easily achievable. One way to assess the identity of an organization may be undertaking a qualitative study. So addressing marketing events through preliminary qualitative study is very basic. Other key elements of marketing events are the image that has to do with how the customer understands and sees the product.

An important element that should be known when discussing about this topic is the difference between sponsorship and event marketing, and it is this aspect that is elaborated with detailed explanation, this paper makes a distinction between sponsorship and marketing events.

After discussing the different aspects, the last point that is emphasized in the first chapter is related to the communication effects of marketing events. Communication is a process that moves a message including various elements. These elements include the source, message, channel, receiver and encoding and decoding process. Also, this paper highlights the effects of marketing communication mainly done in four different dimensions.

Chapter two is dedicated completely and in detail about the organization of events. After reviewing the numerous components required for the organization of an event it can be concluded that the planning of the event always starts from a desire to organize an event. Organization of the event requires careful planning with practical matters, financial planning and sufficient and excellent information. The planning process should start within the sufficient time for its organization, so that the organizer can react in every situation and to accommodate changes in sufficient time.

Despite the nature of your event, its success will depend on its promotion. Promotion or marketing is vital to creating awareness for the event, a penchant for participants, and a sense of potential of participants that the investment of time and money of the event evaluates the benefits that it offers. And it is precisely at this point that the discussion of the second chapter has developed his arguments since the marketing of events is the top of this topic. Besides that, as events that are part of life's companies, and marketing of events that is part of the company, the purpose of this paper is to convey the desired message to the target group.

The third chapter focuses on analyzing the organization and marketing of events in Kosovo. As a result of the findings from the research shows that in recent years in Kosovo a big number of private firms and companies or NGOs are open to the exercise their activity as specialized in organizing events and their marketing.

As a result of having a clear statement, services of a non-governmental were analyzed, specialized and licensed by the relevant authorities of Kosovo. Also it can be concluded that there is no reason why almost the same conditions of marketing and organization that are used in other countries can't be applied in Kosovo. However, in the continuance of this discussion the differences and gaps that organizers have and are challenged about are highlighted. Then it was emphasized that the need for issuing a guide that will serve the customers and companies on what to do and what to ask and how to choose the service of an organizer.

Results of the questionnaire in reality have presented a clear picture of the challenges in the field of organizing events and marketing events. The treatment of this issue focusing Kosovo is one of the few if there is any questionnaire which has presented practical results similar to the questionnaire that this topic explicated.

This paper aimed that the results of the study can be used as a basis for developing a better understanding of how events can be used in the development of destination and for marketing purposes this paper sheds light on many interesting aspects in which future studies can be built upon.