

Project Implementation of Marketing for Rank 1 Competition Event at Polbeng Business Expo

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ABSTRACT

This project explores the evolving event marketing landscape, particularly in the context of digital transformation and the role of social media in increasing audience engagement. It emphasises the importance of creating interactive experiences that encourage participation and brand interaction, as highlighted in foundational research on event marketing strategies. The project also examines how digital technologies have revolutionised event marketing, making social media an essential tool for promoting events and driving audience interaction.

Furthermore, the project delves into social media marketing, focusing on how organisations leverage these platforms to engage in two-way dialogue with their customers, thereby increasing brand loyalty and community building. An important aspect of this research is the application of SWOT analysis to evaluate the strengths, weaknesses, opportunities, and threats associated with event marketing strategies. The importance of this project lies in the author's acquisition of knowledge and skills in developing a comprehensive event marketing plan, which is crucial for educational institutions and organisations to showcase their achievements in a global and digital world. Ultimately, this project aims to provide insight into effective event marketing strategies that utilise digital and social media channels to create meaningful connections with audiences, thereby increasing overall marketing effectiveness.

Keywords: *Event Marketing, Digital Transformation, Social media, Attendee Engagement, SWOT Analysis, Marketing Strategy, Educational Institutions, and Digital Marketing*