

**Clients: and services  
that they offer.  
institutions involved**



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Clients: The clients include institutions, corporate houses, media houses, etc. as mentioned below: Institutions: Institutions involved or participating in the leisure industry such as Clubs, Motels and tourism promotion agencies need events that attract attention and therefore more customers for the activities and services that they offer. Institutions involved or participating in sports and other competitive events have the most organized and well-structured governing mechanisms amongst all event categories. Hence, for event organizers, these represent a tangible client to' approach. Corporate houses and other institutions: Corporates have a need for organizing both external as well as internal events. External events for consumer restricted products given the legal angle imply that such corporate use large events to fulfill their communication agenda. External events for consumer durable products use events to avoid clutter on-the traditional media and for other reasons as explained in detail earlier.

Such events can also be arranged for companies in the consumer nondurable sector. Internal events also sometimes require event organizers for professional execution. An internal event such as an Annual General Meeting is essentially a low budget affair executed in-house. Associations/Industry forums related to promotion of trade, culture such as CII, FICCI etc. are institutions that require and actively organize events for a multitude of purposes. Media houses: Press, television and the radio media owners also require events for generic purposes such as software creation. Large media houses although a part of the industry, also need events for specific communication campaigns for their services and products and hence are a part of the customer group for event organizers. Target audience: The target

audience is the ultimate customer for the event who actually participates in the event.

If the event is a ticketed one, then the participant might be the purchaser of the ticket. The target audience could also be comprised of invitees and/or the public. These are the most important lot of revenue generating customers for the event marketers as well as their clients. This is so because ticket purchasers are direct revenue generators, whereas invitees and the general public are indirect revenue earners in that the clients pay for their presence at the event.

The clients depend on the indirect revenue earners for word-of-mouth publicity.