

Event management argumentative essay



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The Commonwealth Games in Melbourne was held from 15 to 26 March 2006, it was the largest multi-nation sporting event of that year in Australia, 71 countries and 4500 athletes participated in total of 26 sports and 24 disciplines over 10 days of period (Lockstone, 2008). Melbourne is the second largest city in Australia, and it's the capital city of Victoria, known as the city of fashion, gastronomy, greening, entertainment and sports event. Melbourne has named the world's most livable city by Population Action International 10 times during 1990 to 2006 (Buxton, 2007).

Melbourne has these good images is because the right marketing strategies used to promote the city and the most successful marketing strategy used in Melbourne is the event strategy. This essay provides a secondary analysis of how marketing strategies leading the 2006 Commonwealth Games achieve success and impact to the event destination, Melbourne. By marketing of a destination through events can promote the city and attract more tourists from domestic and international.

There are three options to marketing the destination by using events to create an attractive image of the city (Frost, 2011). These three options are reinforcement, repackaging and reimagining. Reinforcement is using an already existing image of the destination in events, in this way this image will be reinforced or strengthened in tourists' mind also can amongst potential travelers (Frost, 2011). 2008 Beijing Olympic Games was used the existing tourism images in the event. Great wall and Tiananmen Square these two iconic buildings were used as symbols for the Olympic (Frost, 2011).

Repackaging is events used to enhance or highlight the images of the destination, but these images are not well known by tourists, after the repackaging these places might become well-known places and attract tourist to visit, for example, The Formula 1 Grand Prix is race at night in Singapore, this create opportunity for Singapore to link the event to its other night time attractions, such as night club restaurants, by using this strategy Singapore has become an 'Events and Entertainment Capital' (Frost, 2011).

Reimagining is using events to create a totally new image for the destination, and attract people to enjoy the event visit the city; a good example for this option is the UFO town in USA (Frost, 2011). In this essay, these three strategy options will linked to the 2006 Melbourne Commonwealth Games, and analysis the application of these options to this event. The Commonwealth Games is an international sports event involving the Commonwealth of Nations (Preuss, 2007).

In terms of size and profile, Commonwealth Games are the third biggest event in the world that are only behind the Olympics and World Cup. The first Commonwealth Games were held in 1930 in Canada, 11 countries sent 400 athletes to take part in 6 sports and 59 events. Since then, the games have been held every four years except due to World War 2. The games was called 'The British Empire Games' at that time, in 1954 it changed to 'British Empire and Commonwealth Games', 1970 changed again to 'British Commonwealth Games', and in 1978 it become 'The Commonwealth Games' until now (Preuss, 2007).

The Commonwealth Games is held by the Commonwealth Games Federation and it is supported by Royal Britain. The Commonwealth Games Federation has the spirits of humanity, equality and destiny, and those spirits show on every decision the Federation makes. The vision of the Federation is 'to promote a unique, friendly, world class Games and to develop sport for the benefit of the people, the nations and territories of the Commonwealth and thereby strengthen the Commonwealth' (Preuss, 2007).

There are also many other stakeholders in the Commonwealth Games that include athletes, spectators, operators of businesses, medias, government and so on (Lockstone, 2008). This essay, the main discussion will focus on 2006 Commonwealth Games that was held in Melbourne. The responsibility for marketing and promoting the city during the Commonwealth Games period was undertaken by City of Melbourne, and visitor information services for Melbourne were also provided.

The aim for this promotion is to position the city in the minds of residents and visitors to Melbourne as the premier destination for shopping, dining, entertainment, events, leisure activities and fashion. A number of activities were undertaken to maximize the opportunity to promote the city to local and regional visitors, as well as visitors from interstate (Lockstone, 2008). The City of Melbourne was cooperated with Nine Network to generate exposure for the city. 30 minute TV series 'That's Melbourne' was shown between February and March in 2006. A TV advertisement of the Lord Mayor and Livinia Nixon promoting the cultural activity in the Melbourne city was also run in prime time (Wood, 2006). The Commonwealth Games reinforced the image of the destination that means this event 'project an

already existing image of the destination, and allows this image to be reinforced or strengthened amongst potential travelers' (Frost, 2011).

For better understanding of the term, this essay will provide the marketing strategy used and the destination image of Melbourne before the Commonwealth Games was held to explain how the reinforcement was used during the event. Melbourne is a very successful example of using the Hallmark Events strategy, this strategy may not have significant effect as hosting a Mega event in short-term, however, tourists will have a combination image of the city in long-term, and develop Hallmark events is cheaper and lower risk than hosting Mega events.

In 1990s Melbourne was failed bid on Olympics, as the partly reaction of the failure, it's developed many sporting and cultural hallmark events such as, Australian Open Tennis Championships, Formula 1 Grand Prix, Australian Motorcycle Grand Prix, Australian Football League Grand Final, Spring Horse Racing Carnival, Australian International Comedy Festival, The Melbourne Food & Wine Festival and so on, these are normally annual events and offer the opportunity for Melbourne to attract more domestic and international tourists (Frost, 2011).

Wherefore, Melbourne is named the 'Events capital of Australia' (Wood, 2006). The Reinforcement strategy option was used. During the 2006 Commonwealth Games the Melbourne city has received unparalleled media coverage on city owned events, for example 46 positive media stories reporting on Council's Queens Baton Relay Celebration and a non-

advertisement publication was produced, it was an insider's guide to the city that showed what to do over the 3 month summer period (Wood, 2006).

The reason for Melbourne bid and host the Commonwealth Games is linked to the fact that could bring some positive outcomes and benefits to community and corporation, and there are feedbacks from stakeholder groups, that in order to inform the success of the event in marketing the destination.

A survey of 500 local residents was undertaken, 85% of respondents felt that Melbourne's reputation as the events capital of Australia had been enhanced, 86% of respondents felt that Melbourne's reputation as the sporting capital of Australia had been enhanced, there are also survey recorded from visitors that 98% said the city was well-presented, 97% said the city is vibrant and lively (Wood, 2006). From the results showed that marketing the destination was very successful in the event. There are also some benefits need to mention.

The excellent presentation and overall performance of the City at Games time has enhanced Melbourne's reputation as a vibrant and dynamic place to visit, increased global profile will facilitate stronger delivery of key objectives identified in the Melbourne Tourism Action plan and increase tourism outcomes in the longer term, profile and exposure of the ability of Australian and Melbourne businesses to deliver high quality events and services has been increased, The degree of social inclusion associated with the Games has enhanced community relations in the City and confirmed Melbourne status as an ' inclusive and engaging city'(Wood, 2006).

To sum up, this essay has introduced Commonwealth Games in marketing destinations terms, proved that host a Mega Events can have spectacular success on destination marketing, and explained the three strategy options, reinforcement, repackaging and reimagining, introduced how these options using events to project an attractive destination image. This paper also discussed in 2006 Commonwealth Game, Melbourne has successfully attracted tourists and left a great destination image in visitors mind by using reinforcement strategy option.