Interreg NEXT Romania – Ukraine
Co-funded by the European Union

Stefan cel Mare University of Suceava

Ivano-Frankivsk National Technical University of Oil and Gas

LIFECED

Event creation – the incubator of ideas

THEME 6

Promotion of the Event

Making the event known and attractive

THEME 6

What We Will Cover

1. Promotion: the visible part of communication
2. The promotional mix
3. The media of promotion (owned, earned, paid)
4. The 7 P's: marketing mix for events
5. The promotion calendar
6. Visual identity & practical tools

THEME 6

Learning Objectives

By the end of this part, participants will be able to:

1. Plan the promotional mix for an event.
2. Classify the media of promotion as owned, earned and paid.
3. Apply the 7 P's services marketing mix to an event.
4. Build a phased promotion calendar and a simple visual identity.

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Promotion: The Visible Part of Communication

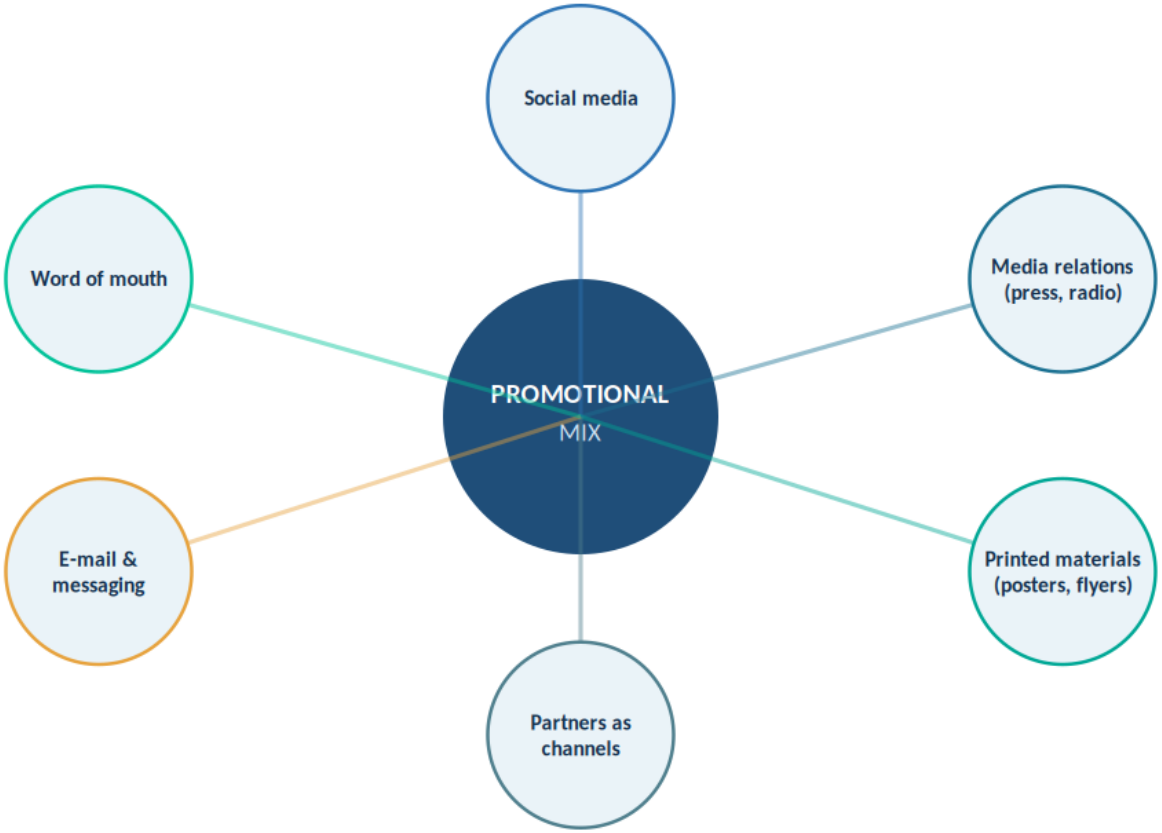
- Promotion is the planned set of actions that make the event known.
- It uses a mix of channels, not a single poster.
- Online and offline are balanced according to each segment.
- Results are monitored: reach, interactions and – above all – registrations.

Remember

A beautiful poster nobody sees is not promotion. Reach the right people, repeatedly.

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The Promotional Mix



Combine several channels – partners and word of mouth count too.

THEME 6

The Media of Promotion

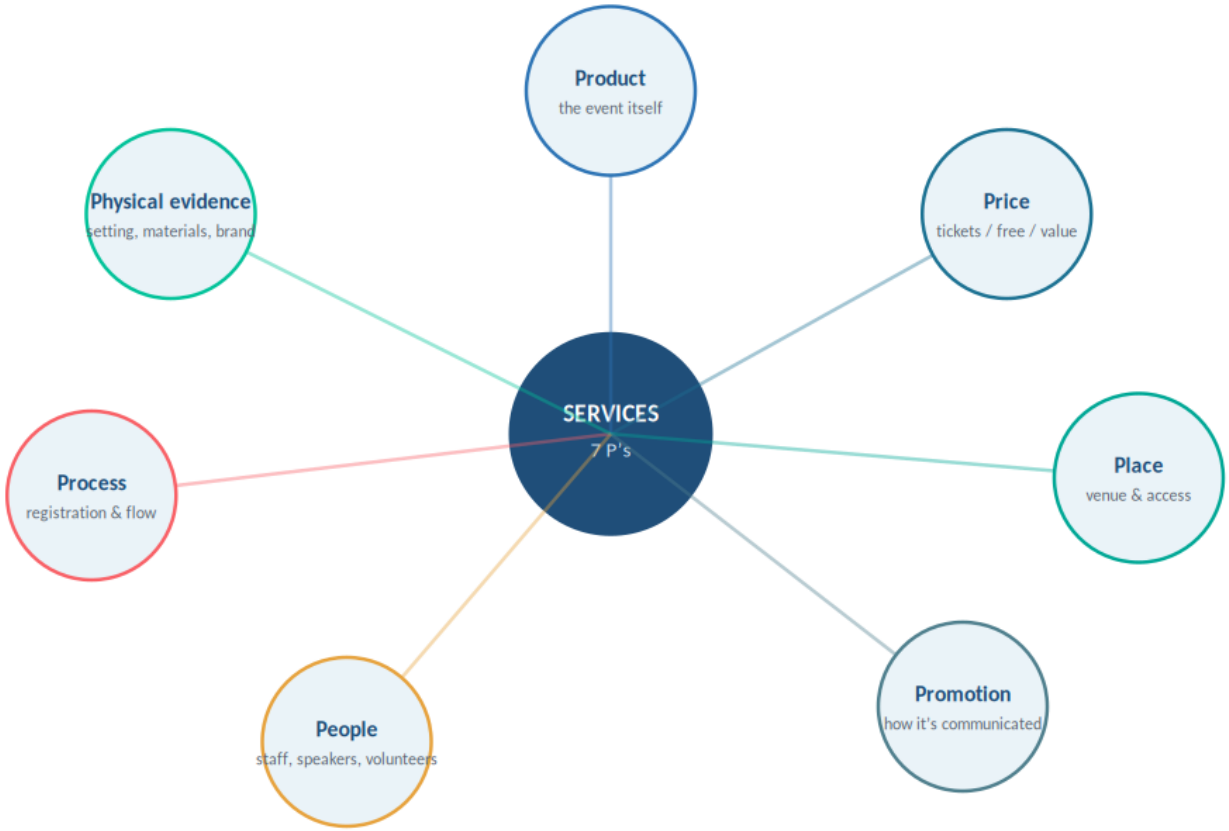
Owned media	Earned media	Paid media
What you control	What others say	What you pay for
Website, social pages, e-mail list, your venue	Press coverage, shares, word of mouth, reviews	Ads, boosted posts, sponsored content

Traditional, digital and personal media – most events blend all three types.

Owned, earned and paid media – a useful way to classify promotion channels.

THEME 6

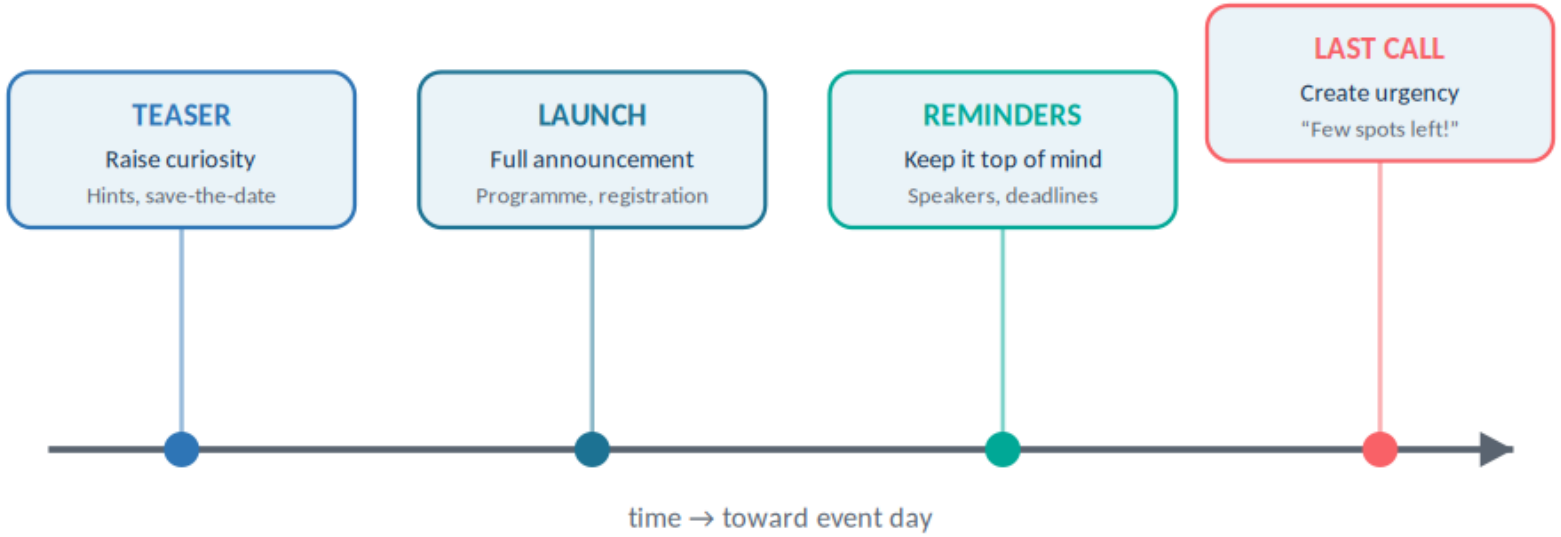
The Marketing Mix for Events: the 7 P's



An event is a service – the 7 P's extend the classic 4 with People, Process and Physical evidence.

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The Promotion Calendar



Phase your messages – aligned with the audience's decision moments.

Phase your messages toward the event day.

THEME 6

Visual Identity & Practical Tools

- A simple, consistent visual identity (logo, colours, fonts) makes materials recognisable.
- Consistency matters more than complexity – keep it simple.
- Tools like Canva let you make professional posters and posts without a designer.
- You will create a real promotional package in Workshop 5, next.

Up next

Workshop 5: you build a social media post, a poster and an announcement for your event.

KEY TAKEAWAY

Promotion is not a single poster but a planned sequence – the right mix of media (owned, earned, paid), the 7 P's managed as a service, and a promotion calendar aligned with your audience's decision moments.

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Check Your Understanding

'Earned media' in promotion means:

a) Ads you pay for.

b) Channels you fully own and control.

c) Coverage and word of mouth others give you.

d) The event budget.

Answer: c – earned media is the exposure others give you (press, shares, word of mouth).

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Check Your Understanding (cont.)

The 7 P's services marketing mix adds which elements to the classic 4 P's?

a) Promotion, Price, Place.

b) People, Process, Physical evidence.

c) Partners, Programme, Press.

d) Planning, Profit, Publicity.

Answer: b – the service mix adds People, Process and Physical evidence.

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Key Terms

Promotion — The planned set of actions that make an event known and attractive.

Promotional mix — The combination of channels and tools used to promote an event.

Media of promotion — Channels classified as owned (you control), earned (others give) and paid (you buy).

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Key Terms (cont.)

7 P's (services marketing mix) — Product, Price, Place, Promotion, People, Process, Physical evidence.

Promotion calendar — Promotional actions scheduled in phases, aligned with the audience's decisions.

Visual identity — The consistent visual elements (logo, colours, fonts) that make an event recognisable.

THEME 6

In Summary

- Promotion is the visible part of communication – a mix, never a single poster.
- Classify your media as owned, earned and paid.
- An event is a service – manage all 7 P's.
- Phase promotion with a calendar toward the audience's decision moments.
- Keep a simple, consistent visual identity; tools like Canva help.

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Thank you!

Now let's build real promotional materials – Workshop 5.

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