

## Marketing the Event

### ASSESSMENT

Total Marks: 30

1. Describe what is meant by marketing mix? **10**
2. Explain the importance of initial market research in event planning. **10**

### **Activity** **10**

Based on your experience of going to a wedding which you have attended in your locality answer the following questions:

- a) What type of event was this formal or informal?
- b) How many people attended what was their back ground; were they family, friends, acquaintances, neighbours, work colleagues- who was involved and why?
- c) Was there anything unusual about the event- such as special costumes or a historic venue?
- d) Is the market for wedding in your locality changing? If so how?
- e) Are these changes due to social factors if so what are they?