

Defining Event Marketing

Events have had specific functions within society with the purpose of affirming identities with other people. They play a meaningful role in reflecting a nation's culture and rituals as well as contribute to economic development (Raj, 2009.2). Getz (1997) suggested that the definition of events is "To the customer, a special event is an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience". The event attendee looks for a 'lifestyle experience' (Allen, 2011) and something they will remember as memorable and exciting. Each event merits its own marketing plan, and the event managers understand that these activities must take place before, during and after the event has concluded. Event marketing is: "the process by which event managers gain an understanding of their potential consumers' characteristics and needs in order to produce, price, promote and distribute an event experience that meets the needs and objectives of the event" (Bowdin, 2011). Bowdin emphasises that events should be seen as unique, however the need to develop long-term relationships with events consumers is not mentioned. At sporting events, the attendee wants to anticipate feeling some excitement as a result of the element of celebration, and expects to see innovation and enterprise.

Aims and Objectives

It's crucial for those responsible for marketing the event to be clear about the goals that need to be set. WrestleMania is the pinnacle of sports entertainment, which WWE use to push their brand and achieve their objectives. A big advantage WWE has over every other sport is that the outcome is scripted - so the superstars aren't pushed based on in-ring skills - instead, they're pushed based on their commercial viability, and how much revenue they can make from mainstream audiences and franchise partners. The following is the biggest objectives for WWE today:

- WWE CEO Vince McMahon is driven to developing what he calls WWE's 'entertainment ecosystem'. This is not just about increasing broadcast figures and network subscribers, it's more about exposing WWE over as wide of cultural spectrum as possible.
- Merchandise has been a substantial part of how revenue is generated in the sports entertainment industry. For merchandise purchased at the event venues, sales were up, with \$10.54 spent on average per attendee. For the most popular superstars,