Student’s Name

Concept of Business Event

Institution

Date

**2019 South Queensland Caravan camping, fishing and 4X4 Expo**

The event is a business promotion event, which will take place in Perch regions. The events are due to take place on April 26, 2019. It is graced by activities, such as exhibition from hundreds of companies. The event organization expects over 1000 participants to the event, which will take place for three consecutive days. It normally occurs one a year annually and therefore, April 26, 2019, is one of those days in the history of south Queensland Caravan, fishing, camping and 4X4 Expo (Crabb, 2019). The event is organized to promote small and medium enterprises’ products and expose and market their product to the world. It normally attended by over 1000 companies from different part of the world and therefore, it is a big event, which occurred at the park center.

It is a business event since the main core goal of the event is to promote the startup and SME companies from around the world. The business purpose of the event is to increase the visibility of SME and their products. The event intends to give SME a platform to showcase their products to potential customers and this can help a company to get business deal and increase market share. However, the city and the larger region intend to benefit from revenues which will be collected, booking of hotels and sales of food and other needed products from local business people. And therefore, the region and the city intend to benefit from high revenue. The event is an outdoor one stop shop adventure. It provides opportunity for family out and shopping of variety of products. And because of such activities region is likely to benefit from exposure to outside the world.

The event will be held at the national park, which has a capacity of over 20,000 people and therefore, the expected companies of 1000 and other guest will easily fit at the venue. The customers or participants of the event are startup companies and SMEs will interest to showcase their products. The government officials also targeted so that they can display their services as well. This event is attractive to them because of the unique platform, which companies can use to market their brands. The best marketing strategies will be through promotion on social media, TV and Newspaper.

**Today Agricultural Show**

It is one of the exciting events, which occurs in Australia every year. Toodyay Agricultural show offers a platform for domestic businesses and producers to display, exhibit and participate in variety of activities. The show displays an elaborate exhibition by local artists and crafters and it collaborated with an extensive entertainment programs from several artists. Individuals are expected to pay $5 as an entry fee and it occurs for a single day, on October 12, 2019. The event will occur at the Toodyay Agricultural show from morning to evening. The event is classified as a business event because companies and artists get a platform to showcase their products to customers.

The business aspect of the event is the fact it companies and artists get opportunity to sell their products and market their brand as well. The stakeholder of Toodyay Agricultural show is the government, association of small business communities, Donnuts and Morangup Progress association (Desination Perth, 2019). The participants or customers of the event are small business or startup, artists both local and international and farmers. The participants may be attracted to the event to showcase their products. The event is an excellent place where these companies can market and show cases their brand to the potential customers. Toodyay Agricultural show has economic benefit to the participants, the region and the city. It provides the business community with a platform to sell their products to customers and therefore, it help the regions and the city to increase their revenue basket. During the event the government collects revenue, which is estimated to be thousands of dollars. The event also markets the region as tourism center and this is a great opportunity to display the region as the best in terms of tourism attraction.

The venue of the event has a capacity of over 2000 people and 1500 people are expected to attend the agricultural show. Most of the attendees are from business communities and artists. It makes it clear that the event is a business oriented focusing on promoting products and brand and therefore, the best marketing strategy would be advertisement through Print and digital media. The Newspaper, brochures and magazine are appropriate for advertisement. The organizers should also use TV and radio to market the event. However, social media such as face book, twitter can offer the best platform to advertise the event. The market targets are business communities, artists, government official and students from colleges and universities.

**The Little Mermaid - In Concert**

The Little Mermaid-in Concert is a three days event, which is due to take place Crown Perth, Great Eastern Hwy,Burswood WA 6100, Australia. It is a convert which takes music to the highest level in Perth region. It is hosted to celebrate 30 years since the release of Disney’s “The Little Mermaid in 1989, Alan Menken (Destination Perth, 2019). It is a good place for a whole family tour and resting place during the April Holiday. It will take place from April 26, 2019 from 7.00 pm to 10.00 pm for three days.

The event is purely entertainment and mostly focuses on bring family together. It is entertainment because the participants only come to enjoy the activities without involving in business related activities. The event benefits region and the city due to revenue which is paid by the organizer of the event. It is also provide leisure to people within the city and the region and therefore, the community benefit from it since they can spend time off at the event. The event will be hosted at Crown Perth, which has a capacity of 500 people. The stakeholders of the events are community or the city residents, the business communities and regional government. The residents benefit from entertainment and other leisure activities. The government benefit from revenue being collected from the event in terms of levy. However, the customers or participants are middle income earners residents. Local and international tourisms who are visiting the city. Customers will be attracted to the events for entertainment and leisure during the April Holiday.

The marketing strategy of the event should include partnership with local tourism board and car and traveling companies within the city. The partnership includes the use of these companies website to popularize the event so that it can get much attendance. However, both digital and print media will be used to advertise the event. This includes the use of social media, newspaper, TV and digital signage located in various malls across the city. This is likely to create a good impact and increase the attendance compared to the last events. These mode of marketing is viable because most targeted customers are from middle and upper income earners and therefore, they are access to internet hence social media, they also have TV, and can afford newspaper. It is likely to increase the viewers and attendance of the event hence higher income in a single day.

**Egg-cellent Adventures at Perth Zoo**

The Egg-cellent Adventures is also one of the exciting events which are due to take place at Perth Zoo. It is an event organized for children during the April holiday as a leisure event to keep the children busy and entertained during the holiday. It takes place between April 13 and 28 of April 2019 from 9.00 am to 5.00 pm. The event is marked by using egg cartons and helps make paper maché eggs to hide Easter treats in for the animals. It will take place at Perth Zoological Gardens. The Perth Zoological Gardens has a capacity to host over 500 people and it hosts many kids during the event.

It is important to note that the event is entertainment, leisure and business. This is because kids use boxes to mark certain products and by the end of the day they learn business tact (Destination Perth, 2019). It is regarded as leisure simple because what kids make during the event are purely for entertainment and not sold but kids pay certain fee and this introduce the aspect of business to the event.

The target market or participants for the event are kids from all corners of the city, whether from middle, upper or lower income earners. The event has no boundaries and every kid from the city is welcome to participate. It will benefit both the residents and the government from the revenue and skills which kids will earn at the end of the event. Since kids are expected to buy a small fee, then regional government is expected to earn some revenue while kids or participants are expected to earn knowledge and skills which are essential for the growth of children.

The event can be marketed efficiently through the use of social media, TV and newspaper, it can also be marketed by partnering with school to inform parents of the coming event. It is therefore, one of the importance events with the interest of kids which is due to occur in Perth Australia.

# References

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