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Events have come to play an ever-growing role in marketing; by connecting products and services with experiences and vice versa, producers can create important added value. Events as a Strategic Marketing Tool , 2nd edition describes how events can be used as a strategic tool in marketing practices.

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Third, account-based marketing (ABM) is back—and events are an essential ingredient. Identifying your target accounts or organizations allows you to zero in on the tactical parts of the event (when, where, how, whom) in order to cater to your target accounts.

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Addressing this gap, Events as a Strategic Marketing Tool reviews the way organizations utilize events to connect with their visitors. It covers the development of the experience economy, the step from strategy to concept, event design and touchpoints.

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