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Marketing Instytucji Naukowych i Badawczych nr 4(5), 107-119

2012

Artykuł został opracowany do udostępnienia w internecie przez Muzeum Historii Polski w ramach prac podejmowanych na rzecz zapewnienia otwartego, powszechnego i trwałego dostępu do polskiego dorobku naukowego i kulturalnego. Artykuł jest umieszczony w kolekcji cyfrowej bazhum.muzhp.pl, gromadzącej zawartość polskich czasopism humanistycznych i społecznych.

Tekst jest udostępniony do wykorzystania w ramach dozwolonego użytku.

EVENT MARKETING AS ONE OF THE FORMS OF MARKETING INNOVATION IN SCIENTIFIC AND RESEARCH INSTITUTIONS

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Introduction

Far-reaching changes taking place in Poland over the recent years, a time of strong competition and tough market rules in all branches forces companies to resort to more effective marketing management. The imposed pace and the skill of adapting to new situations are becoming a real challenge. A company which wants to strengthen or maintain its position on the market has to constantly adapt to the needs and requirements of consumers and to the changing situation on the market. Scientific and research institutions are trying to find their place in the market economy. Many of them manage to achieve high revenues from the conducted research activities by finding demand for their research and services. Many institutions are looking for private companies which could be interested in ordering research from them. Dynamic changes taking place in the surroundings of research and scientific institutions force these entities to look for efficient ways of communicating with various groups, both from the internal and the external environment. In this context event marketing can be regarded as an innovation in marketing, which - used by big corporations around the world – can certainly be a promotion tool for Polish scientific and research institutes.

The subject scope of marketing terms

The goal of this article is to show that marketing activity of scientific and research institutions creates the opportunity to reach a broad group of recipients. In order to achieve that, the terms of, among others, marketing innovation, promotion marketing, public relations and above all, event marketing have been defined. A few examples of events organized by the Institute of Aviation in Warsaw are also presented.

What can be regarded as a priority in the struggle to achieve economic growth and the growth of employment are research and innovations, not only product innovations, which research and scientific institutions have been dealing with. The stimulation of innovative activity in the area of products is a key element influencing the living standard.

At this point it is necessary to provide an insight into the issue of marketing innovation, which for the first time was defined in *Oslo Manual*¹. „According to *Oslo Manual*, innovation is the introduction of a new or substantially improved solution with regard to product (commodity or service), process, marketing or organization to practice in a company. The essence of innovation is the implementation of something new in practice. The implementation of a new product (commodity or service) involves offering it on the market. The implementation of a new process, new marketing methods or new organization involves applying them in daily activities of a company”.

Thus, what can be recognized as marketing innovation is the application of a modern marketing method covering not only changes in the appearance of a product, its packaging, but also promotion. Organizational innovation defines the application of a new method of organization of business activity and a new organization of external relations.

In order to make their offer of research and services more attractive, research and scientific institutions more and more often take advantage of event marketing tools.

In the United States corporate events and entertainment in business are used to develop companies and constitute a significant part of the strategy of communication, sales, marketing and public relations. Effectively prepared events can bring success to a company, improve its profitability, position, contribute to its expansion. Corporate events can be used by companies of various sizes for the purposes of building image and brand, gaining new business opportunities and strengthening the loyalty of clients. It is also important that they can be effectively used to boost ties in teams of employees².

What is the situation in private and public institutions like? In most institutions there is still a stereotype that introducing new marketing tools is not necessary. Negative opinions are quite frequent. If “something” new, for example a new logo, is introduced to an institution, some people complain saying that the old thing is good, associated with some history... High age average among employees is an obstacle for the introduction of marketing to public institutions. This is a problem, but according to the author, it is necessary to gradually eliminate this type of thinking. It is necessary to go with the flow and overcome the obstacles. The situation is different in private companies, where event activity served commercial and business purposes.

Despite certain barriers it is possible to notice constantly growing interest in event marketing not only in private companies, but also in public scientific and research companies. Marketing events planned in scientific and research institutes are supposed to draw the attention of institutions, companies and people to the offered services. Efficient promotion and good information may become a source of success of various commercial entities, as well as scientific and research institutes.

Thus, it is important to define the terms of marketing, marketing communication, as well as event marketing, advertising or marketing public relations.

¹ *Oslo Manual, Guidelines for Collecting and Interpreting Innovation Data*, wydanie trzecie z 2005 roku, wspólna publikacja OECD (Organisation for Economic Co-Operation and Development) oraz Eurostat (Statistical Office of the European Communities).

² J. Allen, *Imprezy korporacyjne*, Wolters Kluwer Polska Sp. z o.o., Warszawa 2010, p. 17.

Marketing is an element of a company's activity which determines its character and successes. The conclusion that the management has to understand that only companies which adapt to the changing environment can have a chance to develop and survive, is the foundation of modern marketing³.

According to Richard Hall⁴ marketing is an art of seduction. Effective marketing involves encouraging another person to use the offered solutions and arousing a need, which the person wasn't aware of. The author describes marketing in quite a funny way, comparing it to flirting. Flirting with someone, we try to gain this person's favour, present our best characteristics. Marketing can also be fun. The 21st century life has become different, harder than about a dozen years ago. Success in business is becoming an ever greater challenge.

Creating a new product, offering it at an attractive price and assuring about its availability is not enough in modern marketing. Modern marketing requires much more. Every scientific and research institution, in order to achieve success has to compete with current or potential stakeholders and public opinion. Marketing communication means various ways in which companies and institutions try to remind consumers, inform and convince them about products and brands they can offer. Well-managed marketing communication can be very beneficial for a company⁵.

The system of visual identification is a solid basis for shaping the awareness of a brand and strengthening its position on the market. It is an important pillar of marketing communication, which reaches recipients more often and faster than short and periodic advertising campaigns. A meticulously designed system of visual identification evokes positive emotions among clients and helps build up desired associations, interest and trust.⁶

What is visual identification?

Visual identification of a company (visual identity, visualization, corporate identity, CI) is a collection of various elements (graphic, musical, typographic and others kinds) together with guidelines for using them, which are defined in the book of identity. Base elements of visual identification are: company's name, logotype/signature, set of company's colours and company's typography.⁷

Advanced technical solutions and the application of the latest scientific findings in practice have changed the way in which consumers process messages and even whether they want to process them at all. The rapid popularization of multifunctional smartphones (first smartphones appeared at the beginning of the 1990's), broadband and wireless Internet and digital video-recording devices, which make it possible to skip blocks of commercials have all limited the efficiency of mass media. Consumers not only get a broader choice of media, but what's more important, they can decide whether and in what way they want to receive advertising contents. Marketing communication is intensifying in almost every medium

3 A. Pomykałski, *Strategie marketingowe*, Wydawnictwo Politechniki Łódzkiej, Łódź 2000, p. 15.

4 R. Hall, *Marketing bez tabu czyli jak to robić najlepsi*, Samo Sedno, Warszawa 2011, p. 9.

5 P. Kotler, K. L. Keller, *Marketing*, Dom Wydawniczy REBIS Sp. z o.o., Poznań 2012, p. 509.

6 K. Wrona, *Visual identification and its role in shaping brand awareness and marketing communication* [in:] *Marketing of Scientific and Research Organizations* (ed.) W. Wiśniowski, *Transactions of the Institute of Aviation*, number 223, Scientific Publications of the Institute of Aviation, Warsaw 2012, p. 288.

7 *Ibidem*, p. 274-275.

and format, as a result, some consumers think that it is getting more and more aggressive. Marketing specialists have to be creative in using new technologies in order to avoid breaking into the consumers' lives⁸.

In the composition of tools of marketing communication there are the following:⁹

- Advertising,
- Promotion of sales,
- Event and experience marketing,
- Public relations and publicity,
- Direct marketing,
- Interactive marketing,
- Word-of-mouth marketing,
- Personal sale.

In order to generate consistent message, activities within the framework of marketing communication have to be integrated. In this part of the article the terms of advertising and public relations, which are necessary to create the image of an organization, will be defined.

Advertising is everywhere – in the streets, in cafes, at home, in public transport. The goal of advertising is a company's communication with clients: informing about new things on the market, drawing attention, encouraging to make a purchase and reminding about a company or its products¹⁰. However, it is necessary to remember that advertising should combine important functions:

- communicative (informative),
- persuasive,
- culture-related,
- educational,
- strengthening,
- creating the image of a company and a product

According to the definition of Marian Golka „...advertisement is every kind of paid non-personal form of presentation and support for the purchase of goods (services, ideas) by means of particular tools, within a defined legal framework and under defined conditions, together with providing information about the goods themselves, their advantages, possibly price, locations and possibilities of purchasing them”¹¹.

According to Jacek Kall „advertising means presenting a product or service in an impersonal way (without the participation of the seller) and in exchange for monetary consideration”¹².

The above-mentioned definitions show that the goal of an advertising message is spreading information about products, services, that is, communicating something to somebody and at the same time convincing and persuading the recipient to accept a particular assessment and exerting real influence

8 P. Kotler, Kevin Lane Keller, *Marketing...*, op. cit., p. 509.

9 Ibidem, p. 512.

10 A. Dejnaka, *Strategia marki, produktów i usług reklamy*, Wydawnictwo Helion, Gliwice 2006, p. 5.

11 M. Golka, *Świat reklamy*, Agencja Badawczo-Promocyjna „Artia”, Warszawa 1994, p. 13.

12 J. Kall, *Reklama*, Polskie Wydawnictwo Ekonomiczne S.A., Warszawa 2002, p. 17.

on the recipient through persuasion¹³.

The essence of a form promotion such as public relations can be shown with the following definitions:

„Public relations can be described as planned efforts aimed at creating and maintaining mutual understanding between a particular organization and the society¹⁴.”

The term of public relations means diverse programs directed both to the inside of a company (employees) and to the outside of a company (consumers, other companies, scientific and research institutions, government, media), which concern promotion or protection of a company's image or communication associated with a particular product¹⁵. A well-functioning institution takes particular steps to efficiently manage relations with crucial groups of public opinion.

In order to support the promotion of a company itself and its products, many companies and institutions turn towards marketing of public relations (MPR). Whereas such tools as financial PR or social PR serve particular goals of a company, MPR serves the department of marketing.

Just a few years ago MPR was also called publicity, which boiled down to securing editing space in electronic or printed media for the purpose of promotion of a particular product, idea or service.

Barbara Iwankiewicz-Rak in *„Public Relations. Znaczenie społeczne i kierunki rozwoju”* citing the saying „public relations begin at home” shows the meaning of actions which create the image of an organization from the outside. In order to handle external public relations it is necessary to arrange the internal matters of an organization. Without efficient communication and involvement of employees it is impossible to achieve success and follow the mission. Loyal, well-informed members and partners integrated with an institution become the advocates of its interests in the environment. They constitute a channel of communication between the internal and external surroundings of an organization.

The following goals of internal PR can be distinguished:

- forming loyalty and good attitude to the carried out tasks and mission, as well as towards the whole organization;
- gaining support for changes and innovation;
- the possibilities of predicting and eliminating the effects of crisis in an organization;
- building channels and instruments of internal communication.

The above-mentioned goals serve the purpose of raising efficiency of public relations, they encourage both current and future participants to take action within the structures of an organization. What is very important is the integration of the participants of an organization around its goals, as the lack of it causes indifference and weakens their involvement. Low efficiency of management and the inability to carry out tasks leads to the “dissolution” of an organization¹⁶.

13 P. H. Lewiński, *Retoryka reklamy*, Wydawnictwo Uniwersytetu Wrocławskiego, Wrocław 1999, s. 23.

14 A. Sznajder, *Sztuka promocji, czyli jak najlepiej zaprezentować siebie i swoją firmę*, Business Book, Warszawa 1993, pp. 123-124.

15 P. Kotler, K. L. Keller, *Marketing*, op. cit., p. 564.

16 B. Iwankiewicz-Rak, *Organizacje publiczne i pozarządowe jako podmioty public relations [in:] J. Olędzki (ed.), D. Tworzydło (ed.), Public relations. Znaczenie społeczne i kierunki rozwoju*, Wydawnictwo Naukowe PWN S.A., Warszawa 2006, p. 84.

Event marketing - rules of organization and promotion

One of companies' promotional tools helping them achieve their goals is event marketing. Event is not a well-known term in Poland and it is associated mainly with the organization of parties. The word "event" was disseminated in Poland after the year 2000. The most frequently mentioned date is 2004, when mass usage of the term started. Nowadays, companies dealing with event marketing are called "event agencies". Before 2000 companies of this kind functioned as advertising agencies, concert agencies or simply "party organizers".

The history of events dates back to the ancient times. One of the first big events were the Olympic Games in 776 BC, which used to attract the attention of hundreds of thousands of people over a few weeks. The Olympic Games in Greece were a characteristic, specific and unusual event. Spectacular events have always served the purpose of building image and shaping the opinion of a community. Knightly tournaments, Victorian age balls and later marches of fascist groups with musical accompaniment were supposed to serve the purpose of building the image of authorities, belief in the power of leaders and own nation.

The word „event” replaced a few other words that could evoke negative or at least indifferent connotations. An example of such a word used in the 1970's was the Polish word "festyn" (ed. closest equivalents are "fete", or "fair"), which is now associated with the times of communism and open-air markets. Another example is the Polish word " impreza" (ed. similar to "party") popular in the 1990's and still in use now, some associate it with meetings of teenagers¹⁷.

1990's brought the concept of event marketing, that is, managing market processes through events. The application of this concept in economic practice is getting ever broader¹⁸.

Below some examples of events are presented¹⁹:

- conventions,
- exhibitions,
- seminars,
- meetings of the management and commission,
- awarding prizes,
- celebrations and anniversaries,
- workshops,
- educational events, video conferences,
- presentations of papers,
- receptions,
- sports events and recreational programs,
- political rallies,
- study missions,

17 J. B. Bączek, *Psychologia eventów*, Wydawnictwo: Stageman Polska, Warszawa 2011, p. 14.

18 L. H. Hoyle, Jr. CAE, CMP, *Event Marketing. How to Successfully Promote Events, Festivals, Conventions and Expositions*, John Wiley & Sons, 2002, New York, p. 11.

19 L. H. Hoyle, Jr. CAE, CMP, *Event Marketing. How to Successfully Promote Events, Festivals, Conventions and Expositions*, John Wiley & Sons, 2002, New York, p. 11.

- trainings.

The process of planning every event should start with setting the goals a particular institution wants to achieve. The goal should be specific, realistic and measurable.

Planning an event it is necessary to answer the following question:

- What is the goal of the planned event? Do we want to raise the awareness of our brand, raise revenues or simply gain attention in the media?
- Who is the event targeted at? Event manager has to decide who he wants to invite. During the organization of an event it is necessary to think about organizations and groups of people who could be interested in a particular event.
- In what way can you plan an event in order to achieve your goal?

There are many kinds of events mentioned above. Some events are aimed at generating income for a company, other focus on bringing people together.

When organizing an event it is necessary to remember that it has to be properly planned. It is necessary to pay particular attention to etiquette and business ethics. The process of planning should be professionally and cautiously managed.

Just as, for example, meticulously prepared headed paper is an important element of the image of an institution, entertainment in business shapes its image not only among employees, but also among clients and suppliers. Professionally prepared events become an integral part of an institution. If we want to build a competitive advantage, we have to avoid repetition in our actions or at least add new attractions that could draw the interest of clients. Judy Allen in *The Executive's Guide to Corporate Events and Business Entertaining* investigating the case of a certain automotive company discusses a very important issue. The thing is that in some cases a perfectly prepared event may not bring the desired results.

Allen in her publication discusses the issue of a certain company director responsible for promotion, who led to a situation actually threatening his position in the company. In seven years the president of the company dismissed promising directors who "didn't know, what they didn't know", when they were asked to take care of preparations for an important corporate event.

The people who took care of the task were not sufficiently prepared to do it and they were unable to achieve the results expected by the company's management. What things didn't they realize? They didn't realize the fact that flawless organization of an event doesn't necessarily mean that the company's goal is achieved. Coordinating the preparations they focused all their attention on perfect organization of the event, when they should have focused on making every element of the event bring the desired result, which didn't necessarily have to be associated with financial results. For example, a perfectly organized event – a presentation promoting the introduction of a new car model, costs a few million Dollars, but it will be of no significance, if dealers who are the target group of this event don't participate in it.

In the past events within a company were used above all to communicate issues associated with the company. Plans for development, procedures, prospects for growth were discussed. Most often, parties were organized by companies themselves. They were held in the office or a local hotel.

Nowadays, events have become much more complicated in terms of logistics. What benefits can an institution achieve by organizing an event?

Organizing various kinds of business and social events institutions strive to:

- Strengthen their position;
- Maximize results;
- Boost awareness and recognizability of a brand;
- Obtain new orders;
- Strengthen the loyalty of employees, suppliers and clients;
- Stimulate growth of business.

Organizing an event it is necessary to take into consideration the above-mentioned goals. If we fail to do that, we may waste precious opportunities, money and time.

A diligently prepared event, which a company prepares itself or takes part in, may bring many benefits. Thus, company's employees should know from the very start what goals of the company should be achieved. One of priorities for employees representing an institution is avoiding waste of time, money and energy invested by the company. It is also necessary to avoid exposing the company to the risk of losing reputation.

The coordinator of an event should have a broad knowledge on the subject and choose a kind of event appropriate for the planned goals. The most important thing is a well-prepared plan. It is also necessary to remember about the identity of the target audience of our event – it depends on the audience whether goals we defined are achieved²⁰.

Organizing an event it is necessary to pay particular attention to its promotion. What does an event organizer need to achieve success? Obviously, he needs participants.

If we want to attract many participants to our event, we simply have to invite them. We should make a list of participants of an event. Below four ways of attracting participants are presented:

- Invitations: face-to-face, by phone, by e-mail, newsletters;
- Advertising leaflets (they should be distributed wherever possible);
- Advertising the event: in local press on notice boards;
- Information about the event during other events: at meetings, concerts, lectures and at other events, where there is an opportunity to promote our event.²¹

People get knowledge from many different sources. Rapid development of the Internet means that we are being literally inundated with hundreds of bits of information. This causes certain problems, as in such abundance of information it is hard to find what we are looking for.

Nowadays it is hard to imagine functioning on the Internet without creating any smaller or bigger communities with other people. For this reason communities are such an efficient tool when handled by smart marketing specialists. It is because communities give us the opportunity to get the message across to a large number of recipients in a very short time.

²⁰ J. Allen, *Imprezy korporacyjne*, op. cit., p. 18-24.

²¹ *Event planning handbook, How to organize an event, Youth employment summit, 2002, p. 24.*

In the last five years social websites transformed from a rather slow means of communication for students, to an area where people will in the future exchange information and where our off-line lives will go online. The scale of transformation of Internet entrepreneurship which took place thanks to Facebook, MySpace, Twitter and other means of social communication is incredible.²²

Media

In the long-term public relations policy of an institution cooperation with the media should play a major role. Activity in this area shouldn't be limited to one-off matters. Thanks to the media, an institution can present its information to the mass recipient at a low cost. Cooperation with the local press also plays a major role. A big company can also afford taking advantage of nation-wide press. If we want to reach a particular group from the environment, we can choose specialist magazines²³.

Event marketing tools „5P”

The scale of an event is not the most important thing. What is important is that to achieve success and achieve the defined goals it is necessary to focus on “5 P” of event marketing²⁴.

- *Product*
- *Price*
- *Place*
- *Public relations*
- *Positioning*

Product

Preparing an event we need to look at the values it provides for the participants.

For many veterans of marketing, participation in “50th annual conference” will be attractive. History of 50 years means that the event has been successful for 50 years and has gained strong recognition. Participants will certainly devote their time and money to participate in it. The situation will be different in case of “First conference”, where we cannot show its history. We can treat it as a chance. Well-prepared, attractive subject, well-known and recognized speakers, friendly service can be a foundation for gaining the loyalty of participants who will certainly participate in further editions. The most important role of an event is the opportunity to create history through synergistic actions, both of organizers and participants who achieve the desired goals.

22 W. Świczak, *Inbound marketing as a form of the internet marketing* [in:] *Marketing of Scientific and Research Organizations* (ed.) W. Wiśniowski, *Transactions of the Institute of Aviation*, number 223, *Scientific Publications of the Institute of Aviation*, Warsaw 2012, pp. 226-239.

23 W. Budzyński, *Public relations – strategia i nowe techniki kreowania wizerunku*, Wydawnictwo Poltext, Warszawa 2008, p. 81.

24 *Ibidem*, p. 12-19.

Price

The most important task of a marketing specialist is the assessment of financial capacity of an institution and drawing up a cost calculation. If our budget is sufficient and if we satisfy the above requirements, we can expect success.

Above all, it is important to identify the costs of eg. renting a venue, promotion, materials, catering, presenters, gadgets.

Location

The location of an event may determine not only the number of participants, but also the characteristics and individual character of the organized event. The location of an event should be chosen with regard to its proximity to potential participants and accessibility. We should analyze whether it will be possible to carry out all planned actions. We should also check whether at our chosen date there are any other events which could reduce the number of participants coming to our event – nearby attractions may turn out to be more attractive.

Public relations

Public relations is an important element of the marketing-mix. Creating the image of an institution by providing information about it, its products and services using, eg. the media can be recognized as the main purpose of applying public relations. The essence of public relations is that this is a process which doesn't end. This is a continuous effort aimed at achieving a positive perception of our organization, its services and products.

Positioning

Positioning is a kind of strategy defining, through intuition, research and assessment of the target groups of our event.

Apart from the above-mentioned elements, it is important to organize a team, a group of people who help in planning and carrying out an event. Building a good and harmonious team is one of the most important elements of planning an event. Obviously, this is not necessary if an event manager has good organizational skills. Many people organize successful events single-handedly!

Allocating tasks to colleagues, it is necessary to take into consideration their competences and feeling of responsibility. Coordinating the activities of a group it is necessary to not only control, whether particular tasks from the defined program of activities are carried out. It is also important to support, suggest what solution is appropriate in a particular situation. A well-organized and attractive event will surely be remembered by participants.

Thus, it is advisable to plan tasks well and in detail, start work on the organization of an event early in order to have time for possible “corrections” and carry out the plan of activities according to the

adopted strategy.

Brian Tracy, an American lecturer dealing with the subject of human resource management in companies and time organization, in his book titled "Time power" makes the readers realize that one of the most important skills to master is the feeling of urgency of matters, an internal impulse, which forces them to deal with the most urgent issues right away.

As James Allen said: *Above all, be of single aim; have a legitimate and useful purpose and devote yourself unreservedly to it.*

Self-discipline and determination can boost our feeling of self-worth. Concentration on particular aims and planning actions skillfully in time is the key to the greatest achievements²⁵. According to Brian Tracy – 1 minute of planning saves 10 minutes of action.

Event activities on the example of the Institute of Aviation in Warsaw

Marketing activities of research and scientific institutions, including the Institute of Aviation in Warsaw is a dynamically changing area of life of an organization. Over the last dozen years numerous new concepts and trends have developed in the area of marketing. New tools, needs and the necessity to conduct a dialogue with the recipients require continuous analysis and evaluation of programs and marketing strategies. In 2010 at the Institute of Aviation the first national scientific conference titled "Marketing of Scientific and Research Institutions" was held. Participants from Poland had a unique opportunity to meet in an international group, with people interested in the marketing of services offered by research and scientific institutions. Among speakers there were experts on marketing strategies, copyright law, social media, Internet marketing, promotion of science in the media and raising funds for development and marketing activities of scientific and research institutions. The success of the first conference inspired the organizers to invite participants from outside Poland to the subsequent editions. In 2011 and 2012 the European Forum "Marketing of Research and Scientific Institutions" was held. The success of the organized conferences showed that there is a strong demand for the creation of opportunities for experts from the area of marketing practice and theory to present research results, exchange experiences and concepts from the area of marketing of services offered by research and scientific institutions.

2011 was the 85th anniversary of the establishment of the Institute of Aviation in Warsaw. In order to celebrate this occasion, the Institute planned and held a series of events. A few contests were announced: National contest for the design of the medal „Historia na medal- 85 lecie Instytutu Lotnictwa”, European contest for a poster associated with aviation „Polecieć jak ptaki”, national arts contest for children – „Podniebne marzenia”. The most important event celebrating the anniversary was Gala i Wielki Bal Jubileuszowy (Great Anniversary Ball). Former and current employees of the Institute of Aviation, representatives of the scientific environment, public administration and invited guests participated in the event. During the Ball representatives of the highest state authorities awarded medals and distinctions to people who have contributed the most to the development of the Institute. Following the official part of the

25 B. Tracy, *Zarządzanie czasem*, Muza SA, Warszawa 2009, p. 136-149.

celebrations the Great Anniversary Ball started. Among the performers were Natalia Kukulska with her band, Spanish El Trio and a trio of dj's the Bumelants. Moreover, dancers from the faculty of choreography and ballet appeared on stage, accompanied by a string quartet.

Another interesting event is "Noc w Instytucie Lotnictwa" (A Night at the Institute of Aviation) which has been organized for four years. Once a year the Institute of Aviation opens the doors to everyone interested in aviation and modern technologies. Great organization of the event draws more and more visitors. Implementing a well-prepared plan the event manager managed to prepare excellent attractions for the participants from all age groups.

Conclusion

The history of marketing events is long. However, despite a fast development of the market, event marketing in Poland and above all in scientific institutions is not as developed as in Western countries. Many institutions don't know what they can really achieve thanks to organizing events. The organization of various events, as well as promoting them both among employees and external recipients is a part of marketing strategies of many scientific and research institutions. Skillful utilization of the instruments of marketing communication makes it possible to provide the stakeholders with the necessary information about our institutions, it also makes it possible to receive information from the market.

Regardless of whether we organize small or big events, we have to remember that to make an event successful, we need to take care of the details. Preparing a detailed schedule of all activities will facilitate work not only for the event manager, but also for all involved in the implementation of the whole event. A well-organized and attractive event will surely be remembered by the participants and can certainly contribute to the success of an institution.

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