

Efficiency of Event Usage for the Increase in Competitiveness of Companies

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The study investigates the efficiency of event usage for increase in competitiveness of companies. During the recent years there has been an increase in usage of events and other interactive forms of communication. Interactive communication is a response to the challenges of the mass application era. Interactive communication tools manifest a unique capability to influence a potential customer under dynamic conditions of the global economy. These tools enable companies to personalize customer experiences while they are learning about new goods and services, to identify similar situations and apply the experience that was gained before. Thus personalized presentation of goods and services reach millions of potential customers. Global changes in marketing communication strategy have formed the necessity to look for optimal methods and their combinations in order to evaluate the use of events for companies. It is really difficult to evaluate interactive communication tools because they include not only tangible (quantitative, measurable), but also intangible (qualitative, immeasurable) components. The aim of the study was to analyze the efficiency of event usage for increase in competitiveness of companies. The following scientific methods were applied in this study: systematic analysis of scientific literature, logical analysis and synthesis. The application of events in a competitive strategy of companies adds to brand awareness, image and identity. Therefore measuring the changes of these elements is crucial in general evaluation of events and their efficiency. The impact of events on the identity of a company is chiefly evaluated with the help of qualitative methods. Companies gather event-related information: formal, which is obtained from personnel during the event (reports, etc.), and informal (observation, communication with attendants, etc.). The impact of events on the image of a company is also commonly evaluated with the help of qualitative methods. Companies analyze the mass media coverage on a certain event. The impact of events on brand awareness can be evaluated only when a company has some primary information to start with (in order to estimate the changes). A company has to clarify and define its goals of evaluation. The most common evaluation tools of brand awareness are surveys (using questionnaires) and interviews. They are carried out in target audiences before (during) and after an event. It can be deduced that the efficiency of events is to be evaluated using similar tools as in other cases

(when evaluating other communication tools). But the uniqueness of events and their impact on competitiveness of companies manifests itself through their influence on brand awareness, image and identity. The changes in these elements must be measured before and after an event, using both – qualitative and quantitative methods. There must be a correlation between evaluation criteria and the following elements: strategic aims and communication purposes of a company; specifics of an event (whether it is single or continuous, whether it is meant to create brand awareness or increase direct sales of a mature product, etc.).

Keywords: competitiveness of companies, efficiency of event, event.

Introduction

During the recent years there has been an increase in usage of events and other interactive forms of communication. Interactive communication is a response to the challenges of the mass application era. Interactive communication tools manifest a unique capability to influence a potential customer under dynamic conditions of the global economy. These tools enable companies to personalize customer experiences while they are learning about new goods and services, to identify similar situations and apply the experience that was gained before. Thus personalized presentation of goods and services reach millions of potential customers. Global changes in marketing communication strategy have formed the necessity to look for optimal methods and their combinations in order to evaluate the use of events for companies. Therefore the analysis of the efficiency of event usage for increase in competitiveness of companies is very significant in both – theoretical and practical aspects.

Object of the study. The efficiency of event usage for increase in competitiveness of companies.

Problem statement. All events must be evaluated in order to reveal their use to a company. It is really difficult to evaluate interactive communication tools because they include not only tangible (quantitative, measurable), but also intangible (qualitative, immeasurable) components. The criteria of efficiency and problems in evaluation of events are widely analyzed by foreign scientists (Abratt and Grobler, 1989; Stanley, 1994; Novak and Hoffman, 1997; Meenaghan and Shipley, 1999; Getz, O'Neill and

Carlsen, 1999; Bennet, 1999; Lico, 1999; Mead, 2001; Wasserman, 2001; Miyazaki and Morgan, 2001; Farrell, 2000; Fitzgerald, 2002; Casison-Tansiri, 2004; Skinner and Rukavina, 2003; Carol, 2003; Allen, 2003; Hoyle, 2002; Kinsman, 2002; Wills, 2005; Buchwalter, 2005, etc.). The concept of event-based communication strategy is still new and barely investigated in Lithuania. Consequently there are no scientific studies dedicated to the analysis of the efficiency of event usage or their influence on competitiveness of companies.

Overall aim. The general aim of this study is to analyze the efficiency of event usage for increase in competitiveness of companies.

Purpose of the study:

1. To carry out the analysis of specific problems in evaluation of events.
2. To investigate the criteria of efficiency and define priority in evaluation of events, as a tool to increase competitiveness of companies.
3. To analyze the application of efficiency evaluation methods of events in companies.

Novelty of the study. The usage of events results in the effect of increased competitiveness of companies. The analysis of efficiency evaluation methods indicates that there is no single optimal evaluation method, because both – tangible and intangible results of communication must be included in evaluation process. Therefore the authors of this study make an attempt in forming a composite evaluation model that measures the impact of events on competitiveness of companies.

Methods. The following scientific methods were applied in this study: systematic analysis of scientific litera-

ture, logical analysis and synthesis.

Specific problems in evaluation of events

Event can be described as a real-time meeting which can be used to strengthen the relations between a company and its potential clients.

All events must be evaluated in order to reveal their use to a company. However, the influence of events on competitiveness of companies is usually analyzed by large business organizations, since other companies either have no financial and human resources for that matter or bear a rather conservative attitude towards evaluation.

Getz, O'Neill & Carlsen (1999) emphasize that events include not only tangible, but also intangible components. The latter ones are more difficult to evaluate. Intangible components include: emotions, experiences and moods of customers that have attended the event, weather conditions during the event, etc. Nevertheless, there are components that can be measured, such as value of a company to its shareholders, return on investment, etc. According to International Event Group (IEG) (2006), these are the most significant aspects in evaluation of events.

During the planning process of an event, methods and procedures of evaluation have to be defined. Getz (1991) proposes that evaluation planning is as important as event planning itself. Therefore it has to be carried out in the primary stages of event creation and it must include the following elements: idea, possibilities of idea realization, documentation of the process. Allen (2003) suggests the algorithm that defines the criteria of efficiency evaluation.

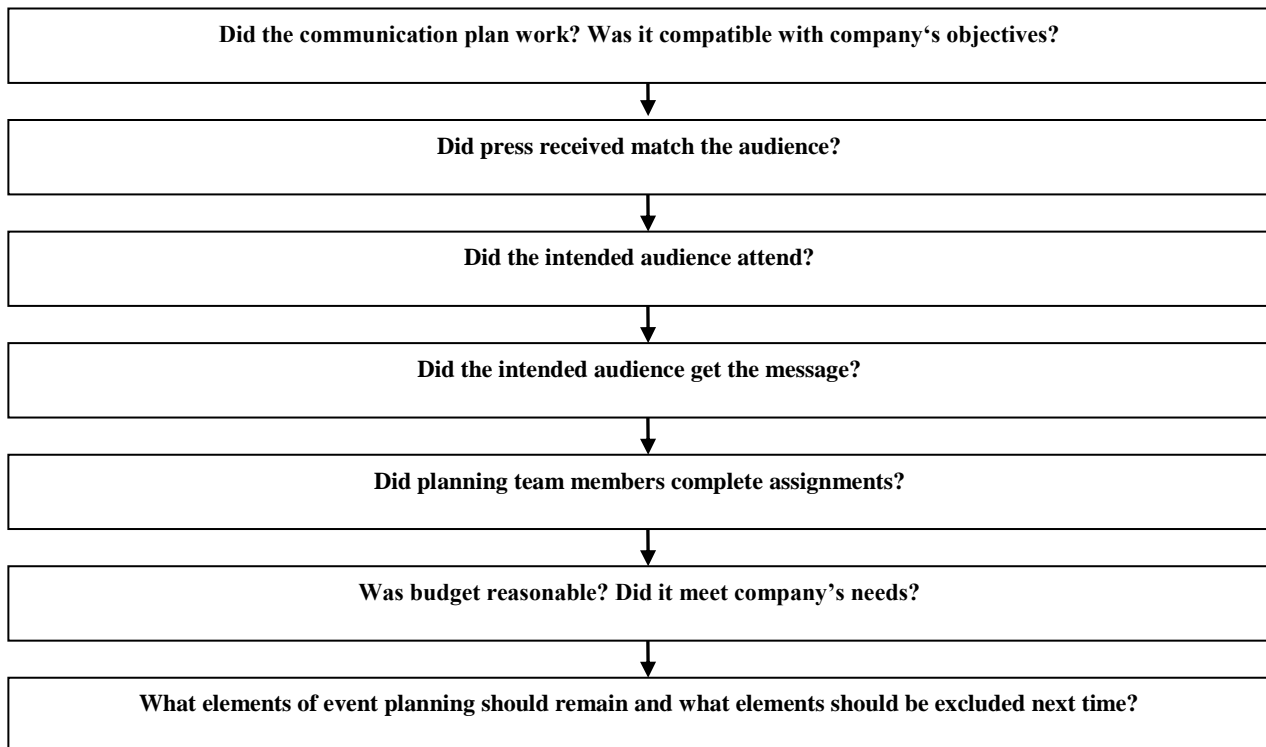


Figure 1. The efficiency evaluation algorithm of events
Source: Allen, 2003

According to Behrer & Larsson (1998), the efficiency of event usage for increase in competitiveness of companies can be evaluated using similar instruments as in other cases (when evaluating other communication tools). Meenaghan & Shipley (1999) suggest the following criteria of evaluation:

- **The efficiency of sales.** It is evaluated using quantitative criteria (mail orders, direct sales, etc.), econometric analysis or trial marketing. Nevertheless, it is difficult to estimate which part of sales was directly influenced by the use of sponsorship or event marketing strategy.
- **The efficiency of communication.** The efficiency of communication is commonly indicated by brand awareness, response to promotional message, customer attitudes, etc. It is also necessary to record customer data related to growing interest in a company or its products. Nevertheless, it is difficult to estimate which part of communication effect was directly influenced by the use of sponsorship or event marketing strategy.
- **The efficiency of identification of target audience.** In this case, it is necessary to evaluate the compatibility between a target audience and event that is being sponsored (Pope, Voges, 1994; Quester, Thompson, 2001). For instance, football championships form a promotional niche to producers of sports clothing and shoes, soft drinks and beer, etc.

Bennet (1999) suggests a three-stage method for evaluation of sponsorship strategy (which is very similar to event-based competitive strategy). The main evaluation criteria are: brand awareness and product image in a chosen market segment. A company has to evaluate its position before and after the application of sponsorship (event-based) strategy. The observed changes are to be considered the effect of this strategy.

The evaluation methods of events, as a tool to increase competitiveness of companies: the efficiency criteria and evaluation priority

According to Hoyle (2002), the application of events in a competitive strategy of companies most of all affects brand awareness, image and identity. Therefore measuring the changes of these elements is crucial in general evaluation of events and their efficiency.

Identity

Identity is defined as a set of values, attitudes, and ideas which a company is inclined to represent. 'Identity' should not be confused with 'image' – these categories are to be distinguished by their source of origin. Identity is created by its sender (company), while image tends to form in the mind of a receiver (customer) (Keller, 1999). Image expresses the perception of brand or product from a customer's point of view, while identity creates an internal brand image – the one that is conceived by management and personnel. Thus a company sends a message about its identity during an event which is received by its customers and perceived as a company's image.

According to Kapferer (1995), a product brand symbolizes the dependence between a customer and certain group of people. A product itself is a physical proof of this dependence. As it was noticed by Abraham Maslow, social recognition is one of the higher social needs of an individual. Therefore events create a community effect – they enable a customer to identify oneself as part of a group through consumption and choice of brands.

The impact of events on the identity of a company is chiefly evaluated with the help of qualitative methods (Casison-Tansiri, 2004; Buchwalter, 2005). Companies gather event-related information: formal, which is obtained from personnel during the event (reports, etc.), and informal (observation, communication with attendants, etc.).

Image

During an event, a potential customer receives a message about a company's identity, defined by values and ideas. When perceived, an identity turns into image, which expresses a customer's attitude to company's products or services. This perception differs accordingly to time, place, and other factors. According to Behrer & Larsson (1998), the main factors in forming an image are:

- communication;
- physical environment;
- products and services;
- ethics;
- social responsibility;
- community relations;
- behavior of company's representatives.

The research carried out by the authors enables them to form the system of interaction between an event and company's (product's) image (Figure 2).



Figure 2. The system of interaction between an event and company's (product's) image
Created by the authors, 2007

Positive and negative experience that a customer receives during an event may manifest itself through direct sales. But most often companies organize events in order to create positive associations with a brand, which usually results in increase of sales in the long run. A positive image is one of the main competitive advantages, especially when companies sell similar products or services. It means they are unable to differentiate themselves in any other way. A positive image may not only increase sales, but also strengthen the relations between a company and its customers or personnel, boost the level of tolerance of its customers, soften the after-effect of possible business crises (Wills, 2005). Even if image creation or change wasn't the aim of a company, it is still possible that a customer will change one's perception of a company after the event.

The impact of events on the image of a company is commonly evaluated with the help of qualitative methods. Companies analyze the mass media coverage on a certain event. According to Hoyle (2002), the impact of an independent newspaper article on a customer is much greater (and about three times more efficient) than that of a paid advertisement. However, a company should analyze the compatibility between its objectives and possible outcomes of media coverage.

Positioning and brand awareness

Positioning enables companies to differentiate their brands and create specific images of brands. Positioning is supposed to stimulate brand awareness and long-term customer loyalty (if a company is lucky enough) (Farquhar, 1990). Positioning is a two-stage process which defines to which category a product belongs and then dif-

ferentiates products that fall into the same category. As products become more alike, companies must personalize their products and find unique ways to represent their brands. Hoyle (2002) suggests three ways of differentiation:

- **General perspective:** greater value for the same price, reliable products for a reasonable price.
- **Product perspective:** better; newer; cheaper; unique products.
- **Customer perspective:** better understanding of customer demands and expectations, faster and more flexible reaction to customer needs.

The third way of differentiation is connected with cooperation between a company and its customers. Event is a real-time meeting which can be used to strengthen the relations between a company and its potential clients. It can also serve as a tool to differentiate company's brands.

Positioning is oriented towards creation of brand awareness in the short run. Event marketing is an instrument to achieve this aim, because it creates brand value during a company's interaction with its customers. According to Öqvist (1999), brand (product) differentiation strategy, as well as event-based competitive strategy, should involve more cultural elements.

During a certain period of time, the link between customers and products may evolve into brand loyalty. Loyalty is described as positive attitude towards certain brands and recurrent purchases. Each company strives for higher customer loyalty, because it is a factor that guarantees stability, enables to conquer a greater market share and gain more profits. In order to find out if positioning was done right, companies use the results of direct sales.

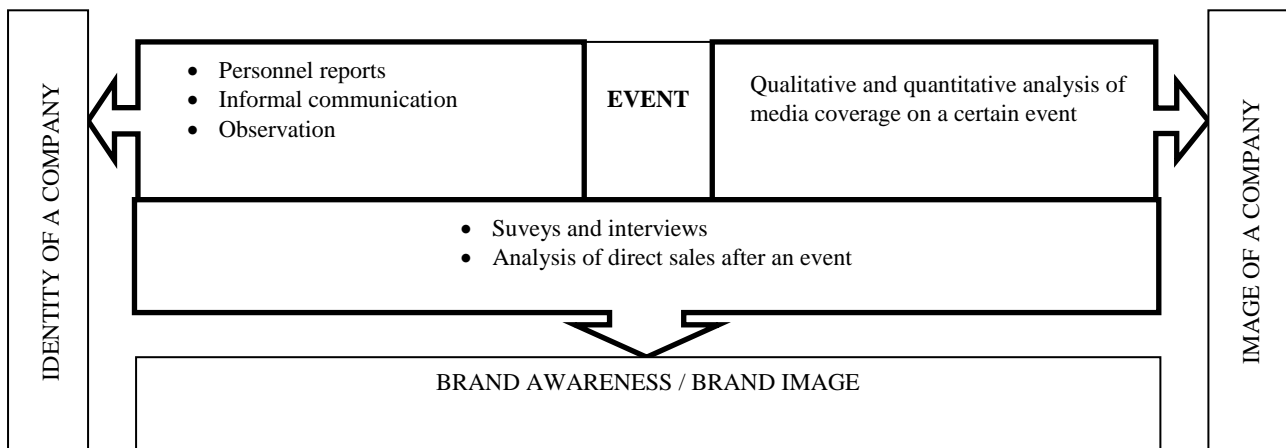


Figure 3. The evaluation of event impact on identity, image and brand awareness
Created by the authors, 2007

The impact of events on brand awareness can be evaluated only when a company has some primary information to start with (in order to estimate the changes). A company has to clarify and define its goals of evaluation. The most common evaluation tools of brand awareness are surveys (using questionnaires) and interviews (Buchwalter, 2005). They are carried out in target audiences before (during) and after an event.

The application of efficiency evaluation methods of events in companies

The efficiency evaluation methods of events have several stages. According to Hoyle (2002), the stages are as follows:

- **Evaluation before a project (event)** is performed in order to compare goals of competitive strategy

and event objectives.

- **Evaluation during a project (event)** is performed to observe the progress of event in different stages of its life cycle.
- **Evaluation at the final stage of a project (event)**

is performed to approximately estimate the success of event.

- **Evaluation after a project (event)** is performed to estimate the real effect of event (return on investment, achievement of objectives).

Table

The evaluation of event efficiency in companies

Company / event	The efficiency evaluation criteria of event	The efficiency evaluation process
General Motors / various events	Return on investment (ROI) [Net income/ Investment]	General Motors has created the efficiency evaluation model of events, in which each element of promotional campaign was given a certain value (for instance, the influence of event on brand awareness valued at X monetary units). Thus the company forecasts its short-term and long-term sales, influenced by the use of events (Kinsman, 2002).
Saab / Crosmax series	<ul style="list-style-type: none"> • Direct sales after event (+/-); • The number of attendants and their characteristics. 	<ul style="list-style-type: none"> • In its Crosmax series, Saab organized small scale events, which were attended by potential customers that had received nominal invitations. It enabled the company to gather and analyze the data on characteristics of target audience. • Mathematical and statistical methods were used in order to estimate the change in sales.
Volvo / Volvo Ocean Race series	<ul style="list-style-type: none"> • Direct sales after event (+/-); • Mass media coverage on a certain event (number of times). 	<ul style="list-style-type: none"> • Volvo cooperated with advertising agency SMS in order to perform the evaluation of events. The agency carried out telephone surveys and compared the results before and after the event. • Volvo also evaluated the actual number of times its brand name had appeared in mass media and compared it to the cost that the company would have met if it had intentionally advertised itself through this media. • Mathematical and statistical methods were used in order to estimate the change in sales.

Created by the authors, 2007

It can be deduced that the efficiency of events is to be evaluated using similar tools as in other cases (when evaluating other communication tools). But the uniqueness of events and their impact on competitiveness of companies manifests itself through their influence on brand awareness, image and identity. The changes in these elements must be measured before and after an event, using both – qualitative and quantitative methods.

Conclusions

1. Events include not only tangible, but also intangible components. Thus evaluation of events is a complex process that is usually performed by large companies, since other companies either have no financial and human resources for that matter or bear a rather conserved attitude towards evaluation.
2. The application of events in a competitive strategy of companies adds to brand awareness, image and identity. Therefore measuring the changes of these elements is crucial in general evaluation of events and their efficiency. It can be done using both – qualitative and quantitative methods.
3. There must be a correlation between evaluation criteria and the following elements: strategic aims and communication purposes of a company; specifics of an event (whether it is single or con-

tinuous, whether it is meant to create brand awareness or increase direct sales of a mature product, etc.).

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Įvykių panaudojimo įmonių konkurencingumui didinti efektyvumas

Santrauka

Straipsnyje analizuojamas įvykių panaudojimo įmonių konkurencingumui didinti efektyvumas. Pastaraisiais metais išaugo įvykių ir kitų interaktyvių komunikacijos priemonių taikymo apimtys. Interaktyvios komunikacijos priemonės – atsakas į masinio pritaikymo eros iššūkius. Globalios ekonomikos sąlygomis atsiskleidė jų ypatin-gas, neišnaudotas potencialas daryti poveikį vartotojų apsisprendimui. Interaktyvi komunikacija leidžia personalizuoti kliento supažin-

dinimą su įmonės prekėmis bei paslaugomis, identifikuoti analogiškas situacijas ir pritaikyti anksčiau įgytą patirtį. Tokiu būdu personalizuotas produktų pristatymas pasiekia milijonus potencialių klientų. Globalūs rinkodaros komunikacijos strategijos pokyčiai suformavo būtinybę ieškoti optimalių metodų ir jų derinių, skirtų įvertinti įvykių naudas įmonėms. Įvertinti interaktyvias komunikacijos priemones sudėtinga, nes jas sudaro tiek materialūs (kiekybiškai išmatuojami), tiek nematerialūs (kiekybiškai neišmatuojami) komponentai. Įvykių efektyvumo vertinimo kriterijai ir problemos analizuojami užsienio mokslininkų darbuose. Lietuvoje įvykiais paremtos komunikacijos strategijos koncepcija dar gana nauja ir mažai tyrinėta, todėl mokslinių darbų, skirtų įvairiems įvykių efektyvumo vertinimo bei jų įtakos įmonių konkurencingumui didinti aspektams, faktiškai nėra. Tyrimo tikslas – išanalizuoti įvykių panaudojimo įmonių konkurencingumo didinimui efektyvumą. Tyrime naudoti mokslinės literatūros sisteminės analizės, loginės analizės bei sintezės metodai. Atlikta įvykių efektyvumo vertinimo metodų analizė rodo, kad nėra vieno optimalaus vertinimo metodo, nes į efektyvumo vertinimo procesą būtina įtraukti tiek kiekybinius, tiek kokybinius komunikacijos rezultatus. Įvykių naudojimas sukuria įmonės konkurencingumo didinimo efektą. Todėl autoriai formuoja kompleksinį įvykių įtakos įmonių konkurencingumui vertinimo modelį. Planuojant įvykių ar projektą, reikia nuspręsti, kaip atlikti monitoringą ir vertinimą. Įvykių vertinimo planavimas ne mažiau svarbus už paties įvykio planavimą, todėl tai turėtų būti atliekama dar pradinėse įvykio kūrimo stadijose ir apimti šiuos elementus: idėją, idėjos realizavimo galimybes ir proceso dokumentaciją. Įvykių įtakos įmonių konkurencingumui didinti efektyvumas gali būti vertinamas tais pačiais instrumentais kaip ir bet kurios kitos komunikacijos priemonės efektyvumas. Jo sudedamosios dalys – pardavimų efektyvumas, komunikacijos efektyvumas bei tikslinės auditorijos identifikavimo efektyvumas. Pardavimų efektyvumas matuojamas kiekybiniais kriterijais – užsakymų paštu skaičiumi, tiesioginiais pardavimais, naudojant ekonometrinę analizę ar bandomąją rinkodarą. Tačiau išmatuoti pardavimų efektyvumo priklausomybę nuo rėmimo arba įvykiais paremtos konkurencinės strategijos sudėtinga, kadangi nėra aišku, kurių pardavimų augimo dalį tiesiogiai veikia šios strategijos taikymas. Komunikacijos efektyvumo laipsnį rodo prekės ženklo žinomumas, vartotojų atsakas į reklaminę žinutę, vartotojų nuomonės tyrimai. Taip pat būtina fiksuoti duomenis apie augantį klientų susidomėjimą įmone ir (ar) jos produktais. Kaip ir anksčiau minėtu atveju, išmatuoti komunikacijos efektyvumo priklausomybę nuo rėmimo arba įvykiais paremtos konkurencinės strategijos sudėtinga, kadangi nėra aišku, kurių komunikacijos efekto dalį tiesiogiai veikia šios strategijos taikymas. Tikslinės auditorijos identifikavimo efektyvumas pasireiškia auditorijos ir remiamo objekto arba įvykio atitikimu, t.y. kaip tikslinis segmentas save identifikuoja su renginiu, kuriame dalyvauja. Pvz., futbolo čempionato gerbėjams geriausia pristatyti produkciją, kuri asocijuojasi su įvykiu. Tai – niša sportinės aprangos ir avalynės, gaiviųjų gėrimų bei alaus gamintojams ir pan. Įvykių taikymas įmonės konkurencinėje strategijoje labiausiai veikia prekės ženklo žinomumą, įvaizdį ir identitetą, todėl šių elementų pokyčių matavimas turėtų būti įvykių efektyvumo vertinimo pagrindas. Identitetas – tai vertybės, požiniai, idėjos, kurias įmonė siekia reprezentuoti. Identitetą ir įvaizdį skiria kilmės šaltinis – identitetą kuria siuntėjas (įmonė), o įvaizdis susiformuoja gavėjo (vartotojo) sąmonėje. Įvaizdis išreiškia atskirų grupių suvokimą apie produktą ar prekės ženklą, t.y. kaip minėtos grupės „atkoduoja“ signalus, kuriuos organizacija siunčia komunikacijos kanalais. Identiteto paskirtis yra apibūdinti prekės ženklo reikšmę, tikslą ir įvaizdį įmonės viduje. Taigi įmonė įvykio metu siunčia žinutę apie identitetą, kurį potencialūs klientai gauna ir suvokia kaip produkto ar įmonės įvaizdį. Prekės ženklas gali simbolizuoti individualaus pirkėjo susipažinimą su kuria nors žmonių grupe, o produktas tampa fiziniu prekės ženklo kuriamo įvaizdžio įrodymu. Kadangi socialinis pripažinimas – vienas iš aukštesniųjų individo socialinių poreikių, tai įvykių panaudojimas atlieka bendruomeninės vertės kūrimo funkciją – leidžia potencialiems klientams identifikuoti save su kitais įvykio dalyviais įsigyjamų prekių ir vartojimo pagrindu. Įvykio įtaka įmonės identitetui dažniausiai vertinama taikant kokybinius metodus. Renkama su įvykiu susijusi informacija: formali, gaunama iš darbuotojų

įvykio organizavimo metu (pranešimai, ataskaitos ir pan.), ir neformali (stebėjimas, bendravimas su įvykio dalyviais ir pan.). Teigiama arba neigiama patirtis, kurią įgyja vartotojas įvykio metu, gali pasireikšti tiesioginių pardavimų pokyčiais. Tačiau dažniausiai įvykis skirtas sukurti įvaizdžiui ir teigiamoms asociacijoms su prekės ženklu, kurie užtikrintų pardavimų augimą ilguoju laikotarpiu. Tinkamai sukurtas įvaizdis – vienas iš konkurencinio pranašumo elementų, ypač tokiu atveju, kai įmonių siūlomi produktai labai nedaug skiriasi. Teigiamas įvaizdis gali ne tik paskatinti pardavimų augimą, bet ir sustiprinti ryšius su įmonę dominančiais subjektais jos viduje ir išorinėje aplinkoje, padidinti klientų toleranciją įmonės atžvilgiu, sušvelninti galimų krizių padarinius. Net jeigu įvaizdžio kūrimas arba keitimas nėra įvykio tikslas, gali būti, kad vartotojo suvokimas apie įmonę po įvykio pasikeis. Įvykio įtaka įmonės įvaizdžiui taip pat dažniausiai vertinama kokybiniais metodais, analizuojant masinės komunikacijos priemonių skelbiamą informaciją apie įvykį. Nepriklausomo straipsnio vertingumas skaitytojui kur kas didesnis negu tiesioginė reklama, o jo efektyvumas net tris kartus viršija apmokėtos reklamos efektyvumą. Tačiau, prieš atkreipdama į įvykį masinės komunikacijos priemonių dėmesį, organizacija turėtų įvertinti savo tikslus, prognozuojamą naudą ir masinės komunikacijos priemonių sugebėjimą tinkamai perteikti siunčiamą žinutę. Pozicionavimas leidžia atskirti prekės ženklus ir konkrečiam produktui sukurti vietą rinkoje bei vartotojų sąmonėje. Jo esmė – skatinti prekės ženklo žinomumą, kuris idealiu atveju suformuotų ilgalaikį vartotojų lojalumą tam tikros įmonės produktams. Pozicionavimas – dviejų pakopų procesas, apibrėžiantis, kokias kategorijas priklauso konkretus prekės ženklas, o vėliau diferencijuoja tos pačios kategorijos prekės ženklus. Trumpuoju laikotarpiu jis orientuotas į prekės ženklo žinomumo

formavimą. Įvykio rinkodara padeda įgyvendinti šį tikslą, sukurdamą prekės ženklo vertę potencialių klientų sąmonėje jų interakcijos su įmone metu. Per tam tikrą laikotarpį vartotojo ir produkto ryšys gali evoliucionuoti į lojalumą prekės ženklui. Lojalumą nusako pozityvus požiūris į prekės ženklą, pasikartojantys pirkimai. Kiekviena įmonė siekia kuo didesnio pirkėjų lojalumo, kadangi tai užtikrina stabilumą, galimybę įgyti didesnę rinkos dalį ir uždirbti daugiau pelno. Siekiant įvertinti, ar pozicionavimas buvo atliktas teisingai, dažniausiai pasitelkiami tiesioginių pardavimų rezultatai. Įvykio įtaką prekės ženklo žinomumui ir vartotojų požiūriui galima išsiaiškinti tik tada, kai turima pradinė informacija apie šias kategorijas. Įmonė turi aiškiai apibrėžti savo tikslus, t.y. ką ji siekia išmatuoti (prekės ženklo žinomumą, požiūrio į jį pasikeitimą, vartotojų žinias apie produktą ar pan.). Paprasčiausias ir dažniausiai taikomas būdas prekės ženklo žinomumo pokyčiams nustatyti – apklausa. Jos atliekamos tikslinėje grupėje prieš įvykį (arba įvykio metu) ir po įvykio.

Apibendrinant galima teigti, kad įvykių efektyvumas vertintinas tais pačiais instrumentais kaip ir kitų komunikacijos priemonių. Tačiau įvykių taikymo įmonių konkurencingumui didinti tikslingumas geriausiai atsiskleidžia įtaka tiesioginiams pardavimams, prekės ženklo žinomumui, įvaizdžiui ir identitetui. Siekiant įvertinti minėtų elementų pokyčius, būtina išmatuoti jų reikšmes iki įvykio ir po jo. Tai atliekama kiekybiniais ir kokybiniais analizės metodais. Įvykių efektyvumo vertinimo kriterijai turi koreliuoti su įmonės strateginiais ir komunikacijos tikslais bei įvykio specifika (pasikartojantis ar naujas įvykis, skirtas supažindinti su prekės ženklu ar padidinti brandos stadijoje esančios prekės pardavimus ir t.t.).

Raktažodžiai: *įvykis, įvykio efektyvumas, įmonių konkurencingumas.*

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