

L'innovation : tendance indispensable au secteur événementiel



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Reviews

Excellent electronic book and helpful one. It usually does not cost a lot of. I am quickly will get a pleasure of reading through a written publication.

(Bernardo Feeney Jr.)

L'INNOVATION : TENDANCE INDISPENSABLE AU SECTEUR SEACUTE;VSEACUTE;NEMENTIEL

Condition: New. Publisher/Verlag: Éditions universitaires européennes | La force des nouvelles technologies | Depuis toujours, l'événementiel est reconnu comme un puissant vecteur de communication. Si Louis XIV l'utilisait déjà pour influencer positivement son image et rendre meilleure la vie en société, c'est "l'effet coupe du monde" de 1998 qui a pleinement relancé ce marché. Mais la crise économique de 2008 impacte largement cette économie et les agences événementielles doivent se réorganiser pour continuer d'exister. Nouvelles pratiques marketing, nouvelles stratégies et nouvelles tendances événementielles ; beaucoup d'agences se diversifient et se trouvent confrontées à l'hyperconcurrence d'un nouveau marché. L'innovation apparaît alors comme la meilleure des solutions pour se démarquer et gagner de nouveaux clients. Cet ouvrage porte sa réflexion sur l'intérêt des nouvelles technologies dans une stratégie de communication événementielle à 360°. Entre marketing expérientiel et co-innovation, l'objectif est de proposer une expérience réellement nouvelle aux participants, de favoriser l'interaction et le partage grâce à ces nouveaux outils que sont la technologie, internet et ses réseaux sociaux. Cela, afin d'établir une relation de confiance entre une entreprise et ses consommateurs ! | Format: Paperback | Language/Sprache: fre | 144 gr | 220x150x5 mm | 96 pp.



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