

# THEMATIC EVENTS



AgriXPlainer

## Description of the activity

Organizing thematic events is a **powerful strategy** for any business operating in the agricultural sector. With it, the company is provided with unique possibilities that will increase its recognition and consequently its efficiency. The thematic events offer **direct communication** between the **business** and the **consumers**. Thus, the company will manage to create a dynamic audience in the future, but also meet new partners and competitors. In this way, an overall picture is created for the competitors in the market and also for the strategy that your business should follow. So, you too can use the organization of thematic events as a **vehicle** for the development of your business and achieve your goals.

## Easy operations to be replicated

Finding the right place to set up a thematic event is not simple and of course, the more guests there are, the more difficult the task becomes. Fortunately for everyone, the options are plentiful and there are also professional thematic event organizers who can give you the best deals. But before visiting a venue or meeting with a professional, it's a good idea to do your research and keep a few things in mind. See what they are below:

- **Organization.** Good organization is the basis for a themed event. It is important to make a program with a schedule of what you have to do. You need to start long before the date of the event, so that you have time to properly prepare it.
- **Budget.** It would be good to make the budget as detailed as possible, to avoid unpleasant surprises, while deadlines must be set for the execution of each activity.
- **Key points.** In this step, the ideas leave the paper and their implementation begins. Date, time, location, speakers, guests as well as various procedural details are the key points of the themed event. Attention to detail is important to the success of the event.
- **Lists.** Before the thematic event, the list of guests who will attend is created, the equipment that will be needed is recorded, from the basic audio-visual systems (screens, microphones, etc.), to the table accessories (number cards, pens, notebooks, etc.) and the event is planned minute by minute, so that all the authorities who have to perform each task are informed.

- **Event Promotion.** It is important to prepare press releases and publicize the event in the media and social media before the event so that it becomes known to the wider public.
- **Cooperation.** Continuous cooperation with all participants in the event (sponsors, speakers, staff, etc.) is essential for the smooth running of the event.
- **Control.** A few hours before the event, all the necessary checks must be done (reception, decoration, photographers, audiovisual systems, lighting, security, sponsor banners), to ensure that everything is “under control“.
- **Evaluation.** The evaluation of the thematic event starts initially with the attendance of the public. There is always room for improvement, it’s an opportunity to talk to your guests and see what you could have done differently that will be useful for future thematic events.

## Expected outcomes

Purpose	Added value	Target Audience
<p>To understand the steps in the process of organizing a thematic event.</p> <p>To understand a basic plan of organizing a thematic event taking into account all the parameters.</p> <p>To be able to choose the appropriate type of thematic event depending on the occasion</p>	<p>The success of a well-chosen thematic event isn’t just measured by the immediate reactions of attendees but also by its lasting impact. The memories created at the event will leave a positive impression on the audience and achieve the event’s intended objectives.</p>	<p>Start by asking yourself what the main intention behind your thematic event is and what’s expected from your attendees. Then, identify the characteristics that would define those people sensitive to your thematic event messages and who’ll gain the most by attending your event.</p>

## Type of experts to be involved

- Event manager
- Thematic experts
- Videomakers
- Photographers

## Requirements

Geographical requirements	Type of products	Legal requirements
The geographical requirements involve strictly the local or regional level.	All your products can be connected with the thematic event.	Not applicable

## Tips & tricks/successful case study

1. Make the most of all digital marketing channels for your thematic event. Digital marketing is the ideal strategy to follow if you wish to succeed in promoting your services. If you want your message to reach as large a part of your consumer audience as possible, it is important to take advantage of all the possibilities that digital marketing provides.
2. Use social media, email marketing and content marketing to build hype for your thematic event. Working with influencers, creating videos and ads are also some of the actions that will help your business take off. This way you will attract more visitors, but also share with them relevant information and content that will bring them closer to your brand.
3. Design impressive promotional material and take your thematic event off the ground. To attract attention and gain impressions at your event, it is essential that your promotional material is of high quality and well-designed. Use colors, graphics, and fonts that enhance your message and match the theme of your event. Decorate the event space appropriately using roll-up banners, wall hangings, and illuminated signs and attract attention. This way you will achieve higher brand visibility, you will reach more visitors, and you will leave strong impressions in their minds even after the end of the event.
4. [Wine tasting event in a family-run vineyard](#)

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