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DEVELOPMENT OF VIRTUAL EVENT MARKETING

There are no doubts in that consumers so as producers try to control every step of the future at what a consumer sees himself as individuality and requires the personal approach of satisfaction of requirements in every aspect of the life at home and at work as well. All this is the consequence of informatization of society, which is caused by development of innovations, new technologies, spread of social networks, by possibility of access to the internet from the every point of planet 24 hours 7 days a week, from different gadgets.

Lots of changes, which happened in last 10 years, need new practice of marketing and marketing communication in general. Companies need fresh look on the way of how to work and how to compete in new marketing environment. That's why we have new concept – holistic marketing which involves 4 components: relationship marketing, integrated marketing, and socially responsible marketing. One of the ways to realize the aspects of holistic marketing through the marketing communication is to apply event marketing. Event marketing is a phenomenon of the modern marketing, which is directed on organization of special events, which are oriented on customers, workers, partners and distributors with goal to give personal positive experience of communion with trade mark in real and in virtual format.

Development of technologies attained such level, that in the virtual world it is possible to create an event that will be perceived so as well as in reality. So all participants can interchange information and knowledge in own computer at home or at work. Significant advantage in virtual event marketing is orientation not only on a separate consumer but also on development of business for large companies through preparation of specialists of different level and personnel on the whole. Therefore it is necessary to predict the increase of demand on:

– virtual conference and exhibitions of software;
– lease of virtual space and advertising;
– service of media-training;
– trainings for employees [1].

So we have new possibility to conduct the internal training for employees, which allow to trainers and participants communicate over the internet in real-time. For example, Hewlett-Packard (HP) company managed to attract participants in their virtual world of events "Follow the sun" from 96 countries (Asia, Europe, North America), where all people could exchange information in several languages.

One of the important advantages of virtual event marketing is possibility to create extensive event, which can be much cheaper and can spend less time, that it decrease the risks. The rapid development of social networks like Facebook and Twitter, and also Skype-conferences, make used of virtual event services more available. Borders disappear between participants. Spread of different gadgets for using internet is other favorable condition. The fact is the more people participate in events, especially in trainings for employees, the more comfortable is to get information from interlocutor online, than in real life, because the factor of set of social skills of each participant conversation disappears. New technologies, including business programs, contribute to the development of virtual event marketing especially for "busy" people (businessman, managers), because they don't need to spend time on flights and on participation in event outside the office. Possibility to use accounting program is significant advantage during virtual event to collect accurate information about the behavior of the participants, which can be used in marketing research. We shouldn't forget about language barriers and possibility to visit event 24 hours per day.

Demand on virtual event marketing is growing rapidly according to forecasts of the Market Research Media's. Annual growth rate will reach 56% a year in 2010-2018 years, and incomes will be 18,6 billions of dollars. Research of Virtual Edge Summit showed that in terms of business the number of participants of virtual events will grow up to 71% by 2015 year, market'll increase by 62%, and each 3-4 marketer will take part in creation of virtual event. Survey ON24 company showed that 74% of 5000 marketers are interested in developing virtual events with goal to save money, and 50% - to save time [2].

It should be noted that the major software companies are Inxpo, ON24 and Unisfair. And companies that use virtual events in their activities are: ACS, Xerox Company, Amazon, AT&T, Cisco, FedEx, Hyatt, IBM, Microsoft, Pepsi, T-Mobile, Walmart etc. [3].

References:
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2. http://www.virtualeventshub.com
3. http://www.ubmstudios.com