

Field-Configuring Events in the Perfume and Cosmetics Industry: Empirical Insights (Wiki-Version)

2nd Meeting of the Research Network
'Field-Configuring Events:
Time, Space and Relations'
October 24-25, 2013, HafenCity University Hamburg
Dr. Bodo Kubartz, Passion and Consulting

Identity

Researcher 2006-09

German PhD-Candidate at University of Oklahoma
Research on knowledge and knowing in fragrance industry

Junior Fellow 2009-11

Event organizer in cooperation of a senior professional in Germany
Consulting companies
Authoring a book

Consultant 2011-now

Independent event organizer
Consulting companies and events; expertise about the market on beauty

Outline

- FCE's in niche cosmetics and fragrances
- Germany: empirical insights

Empirical insights

- Tasks and objectives
- Questions
- Synthesis / Temporal development

Tasks and Objectives	Questions	Synthesis / Temporal development
<i>Governing and abstracting the event: idealizing numbers in a business plan</i>	<p>When can a break-even be reached? What are fixed and flexible costs? How many exhibitors are anticipated?</p>	<p>Formatting and legitimating Abstracting financial anticipations planning and development of a concept Marketing the idea as an opportunity</p>
<i>Testing, proving, and distributing a unique selling proposition: stressing the relevance of an international event in Germany</i>	<p>What are the relevant players that need to support the event and/or exhibit? Who needs to know facets of the event first – building a supporting list Will the industry member participate?</p>	
Writing a script: dramatizing an event	<p>What are the demands of exhibitors and visitors? What are parts of the event that can support to make it stand out (social program, informational program etc.)?</p>	
Calculating, finding, communicating and arguing for prices: extrapolating value	<p>What are the estimations of revenues and costs? What is the cost structure of other events in the world? What is the probable amount of registrations?</p>	
Anchoring the event: Locating the event at a place and date	<p>What is an ideal point in time during the year (other events in the city; other fairs in Germany and abroad; vacation period; business opportunities for retailers; time frame of the event; availability of hotel rooms etc.)? What is an ideal event space (conditions of rent, rentability, and prestige)</p>	

Tasks and Objectives	Questions	Synthesis / Temporal development
<i>Thinking and communicating in scalar terms: building coalitions of support and participation</i>	What are there demands, supplies and contributions of the local community, national industry and international community? Who needs to know what, when and how?	Getting the field together for the event Building-up a strategy and plan to market and sell the fair
<i>Getting the relevant players together: practicing territorial embedding</i>	Why is this event important and relevant for the city? What	
<i>Building databases of valid and adequate exhibitors, visitors, multipliers</i>	Who is an ideal target? Who is an anchor exhibitor, an anchor multiplier (e.g. trade magazine, lifestyle magazine etc.), and who is worthwhile to be communicated as such? Which sources can be tapped?	
<i>Talking, Emailing, Reading, being aware: keeping track of 'the market' and feeding it with information</i>	What is going on? What is good to know for organizing the event? What is the ideal communication solution per contact partner?	
<i>Strategizing the location space: *playing with the floor plan to structure, optimize, brand and charm the location; *scheduling a social and educational program</i>	Who is paying what? What is the relevance of the exhibitor? Who is registering when and what kind of stand? What are thematic topics for the program and opportunities for social events?	
<i>Marketing and selling event space: the nuanced application of hot air</i>	What is relevant and true information and what are mechanisms to convince potentials to participate?	

Tasks and Objectives	Questions	Synthesis / Temporal development
<i>Creating and maintaining a event-atmosphere: getting to know exhibitors and visitors</i>	Who are the exhibitors? What are their demands? What is their feedback? Which changes have to be made at the next event?	Performing at the event Communicating at the event and creating a felt image what it is to be there
<i>Explaining the event: talking to press and media, visitors and bloggers</i>	What is relevant information to be communicated? Who needs to be informed about what?	
<i>Introducing people to each other: suggesting added values through face-to-face contacts</i>	Who might be interested in which contacts? How can the event benefit?	
<i>Mirroring experiences: inventing evaluations and abstracting feedback</i>	What can be optimized? What do exhibitors really want?	
<i>Asking for feedback: quotations as credibility enhancers</i>	Who is a figure that is willing and able to speak about the event? How and where can the quote be communicated?	

Tasks and Objectives	Questions	Synthesis / Temporal development
<i>Creating leverage: putting together a report</i>	What is needed to be in the report? How can the report be communicated? What is the ideal format and who needs a copy?	Learning from the event and scaffolding the brand Integrating the experiences and leveraging through experiences in terms of pictures, texts, and quotes
<i>Spreading the word: overseeing, supporting, and making use of the media coverage</i>	What is published about the fair trade? Who is writing in which tone?	
<i>The timelessness of a FCE: maintaining links to existing and potential exhibitors throughout the year</i>	What happened since the trade fair took place? Who are the key deciders behind exhibitors and brands?	
<i>The timelessness of a FCE: exploring additional business opportunities</i>	Which tasks can be outsourced to business partners? Are there options for spin-offs?	
<i>The longitude of a FCE: topics that are stimulating discussions</i>	What are relevant topics of discussion? Are there experts who can present or discuss it? How can these topics be marketed, also differing from other events?	

Effects: practical

- Developing a brand-DNA?
- Feeding back: the significance of Return of Investments (ROI)
 - financial
 - reputational
 - interactive
- Visibility

Effects: theoretical

- Seed-beds of innovation
- Maturing and saturating the field
- Professional legacies

Future research

- The spatialities of FCE's
- The temporalities of FCE's