

Online Event Transformation; Integrated Channel Model in Event Management

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Abstract

Event management is an activity to organize an event from the very beginning and arrange it with some parties. Event organizer as professional organizations need to design event strategies according to the character of target market of each event organizer. Expanding of event industry as part of creative economy sector has tight competition and has some challenges in current situation. Research goals is to find out integrated channel model as business strategy for event organizer. This is qualitative research to explore business strategy applied for event organizer industry in current situation. Research informant were determined purposively who are event organizer business owners in Malang, which consisted of wedding organizer owner and event organizer. Primary data collection was obtained by in depth interview. This study showed that integrated channel model to develop growth in business strategy through innovation in hybrid and online event. Furthermore, the result of this study can be used to develop transformation for event creative industry through model integrated channel event management.

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Keywords

Event management, integrated channel, business transformation, event organizer

Biographies

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