

## Event Marketing in Nigeria and the Current Security Challenges: Matters Arising

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### ABSTRACT

Current security challenges especially violent kidnapping, violent armed robbery, terrorism and extreme religious fanaticism, armed banditry, ethnic militias and the likes have made event organizing and marketing impossible in Nigeria. Security means the protection and preservation of all that the society considers to be important and valuable. It includes the conditions of life that are healthful and satisfying to all members of a given society. Human security involves safety for people from both violent and non-violent threats. It is a condition or state of being characterised by freedom from persuasive threats to people's rights, their safety or even their risks. It also considers taking preventive measures to reduce vulnerability and reduce risk and taking remedial action where prevention fails. Event marketing which is a form of brand promotion that ties a brand to a meaningful athletic entertainment, cultural, social or other types of high interest public activity is growing rapidly in Nigeria, because it provides companies some alternatives to the clustered mass media especially of advertising and sales promotion and an ability to segment on a local, regional or national basis, and opportunities for reaching out to customers style groups whose consumptions behaviour can be linked with the marketing event. This can only take place in an atmosphere of peace, where both the producers and consumers can interact freely devoid of any harassment

**Keywords:** Event Marketing, Security, Human Security, National Security, Event Sponsorship

### INTRODUCTION

The conventional view of security places a lot of emphasis on the military and violent threats to security, and concentrates on the various forms of military and violent response in the management of such threats (Edeko, 2009).

Imobigbe (1999) asserted that recent events in Nigeria have proved that the concept of security goes beyond military consideration. Security here is use to reflect the freedom from, or elimination of threat not only to physical existence of Nigeria states, but also their ability for self-protection and development as well as the enhancement of the general wellbeing of all their people (Imobigbhe, 1999). By this definition security has very positive impact on the conditions of life of the individuals within the various states and provides them with a genuine atmosphere for self-actualization, in this case as it relates to the principles and practice of event marketing in Nigeria (i.e. using events to market products and services).

In recent times, there has been the emergence of various ethnic and religious militias such as the

Niger-Delta Volunteer Force (NDVF), Egbesu Boys of Africa (EBA), The Chikoko Movement (CM), The Movement of Actualisation of the Sovereign State of Biafra (MASSOB), The Odua People's Congress (OPC), Arewa People's Congress (APC), and not forgetting the Boko Harams threats in Borno State and most states in the North East and North West regions of Nigeria, the herdsmen and farmers problems in North Central, Nigeria.

The activities of these groups can be traced to the Maitasine Group in Kano where cutlasses, bows and arrows were used to cause havoc in Kano in the 1980s. It has since assumed a different dimension where sophisticated weapons such as guns and bombs are now employed to trample on the rights of other citizens and also challenge the national security of Nigeria, in exercise of their own right to assemble and associate. Marketing and event people cannot assemble. Marketing cannot flourish in such violent places.

Event marketing according to Shimp (2010) is a form of brand promotion that ties a brand to a meaningful athletic, entertainment, cultural,

social or other types of high interest public activity. Event marketing is distinct from advertising, sales promotion, point of purchase merchandising, or public relations, but it generally incorporates elements from all of these promotion tools. Events marketing and promotions have an opportunity to achieve success because unlike other forms of marketing communications events reach people when they are receptive to marketing messages and capture people in a relaxed peaceful atmosphere (Heitsmith 2011).

Event marketing is growing rapidly because it provides companies some alternatives to the clustered mass media, especially of advertising and sales promotion, and an ability to segment on a local or regional basis, and incorporates opportunities for reaching narrow life style groups, whose consumption behaviour can be linked with the global event. For example, Glo Mobile Communications, or the Barclays Bank of England sponsors both the English Premier League, Obanta Day in Ijebuland, or the Nigerian Premier League (NPL). Football fans in Nigeria are heavy users of Glo Mobile Communication network, because it is purely on indigenous firm owned by a Nigerian, Mike Adenuga. The Guinness Nigerian Plc committed itself to a long term sponsorship; of high profile matches involving the Nigerian national team, the Super Eagles, and other foreign teams like Argentina. MasterCard invested millions of Dollars in the sponsorship of the World Cup in the past. The beverage brand Milo sponsored the Nigerian Marathon Race, Access Bank Lagos marathon race, while Cadbury Bournvita and Pespri, were at one time or the other the sponsors of the Nigerian Premiership League. This paper evaluates what events marketing is supposed to be, the criteria, characteristics, and the factors that determine the success of an event. It evaluates the role of Event Marketing, its contributions and the security implications of organising event in some parts of Nigeria now. This is a literature review that considers security challenges to event marketing in Nigeria. Marketing cannot take place in an unsecured and violent state or place.

### EVENT SPONSORSHIP/EVENT MARKETING

This is a situation whereby a company develops sponsorship relations with a particular event. A lot of Nigerian companies spend millions of naira on event marketing. Sports alone receives a greater chunk of event marketing fund in Nigeria. Among the most popular sporting events for sponsorships are football (soccer), marathon

race, athletics, golf, polo, table/lawn tennis, Olympics and professional league games. A lot of Nigerian companies in the beverage industry, alcoholic beverages, telecommunications, banks and financial services have at one time or the other sponsored some major events in Nigeria.

Many Nigerian companies and marketers are attracted to event marketing because it gets their company and/or the product names nearer to the consumers. By choosing the right events for sponsorship, Nigerian companies can get visibility among their target market. Event marketing and sponsorship makes a lot of Nigerian companies to be seen or heard in the electronic media, where there are restrictions on advertising their products. (Ayozie 2007)

Nigerian companies that are attracted to event sponsorship or marketing, believes that effective marketing communications programmes can be built around them, and promoting tie-ins can be made to local, state, regional, national and even international markets. Companies in Nigeria are finding event sponsorships an excellent platform from which to build brand/product equity and affinity with target audiences, and this act as an excellent public relations tool.

A major issue that continues to face event marketing/sponsorship in Nigeria is incomplete research and the security implications of organising an event in a volatile area. The security situation becomes very vital, because events can only be held and becomes very successful in an atmosphere of peaceful co-existence among the producers and consumers, and about the various ethnic races in Nigeria. Armed robbery, kidnapping, terrorism, banditry, riots can make an event unsuccessful in Nigeria and worldwide. As marketers become interested in target audience, they will want more evidences that event sponsorship is effective and an excellent return on their investment. This can only be achieved in an atmosphere of peace and tranquility in Nigeria, devoid of violence

### EVENT MARKETING? DEFINITIONS AND MEANING

Event marketing is the design, sale and execution of one-off programmes which might also run for some series. These include seminars, celebrations, anniversaries, competitions, awards and festivals. They can also range from small local events to large nationally planned events. For example, the Benson and Hedges Golden tones held in many States in Nigeria, Mobil Track and Fields, Pepsi Football League (now

Globacom Football Leagues, Milo Marathon race, etc).

Event Marketing is a form of brand promotion that ties a brand to a meaningful athletic, entertainment, cultural, social, or other type of high interest public activity. Event marketing is distinct from advertising, sales promotion, point of purchase merchandising, or public relations, but it generally incorporates elements from all of these promotional tools, event promotion have an opportunity to achieve success because, unlike other forms of marketing communications, events reach people when they are receptive to marketing messages and capture people in a relaxed peaceful atmosphere. (Kotler 2009)

Event marketing is growing rapidly because it provides companies alternative to the cluttered mass media, an ability to segment on a local or regional basis, and opportunities for reaching narrow lifestyle groups whose consumption behaviour can be linked with the local event. For example, Cocal-Cola sponsors FIFA football competition, Pepsi/Cadbury sponsors football in Nigeria, Mobil Track and Field events, Benson and Hedges Golden Tones.

### HOW CAN NIGERIAN FIRMS USE EVENT MARKETING EFFECTIVELY?

As with every other marketing communications decision especially with advertising, the starting point for effective event sponsorship is to clearly specify the objectives that an event is designed to accomplish. An event marketing activity is useless and has no value if it cannot accomplish some objectives. For example Glo Communication Network in Nigeria sponsors the popular Obanta Day in Ijebu District or the Ofalla Festival Ceremony at Onitsha, and the main objective is to strengthen Glo's relations with the IJEBUS, or the IGBOS in Onitsha and the consumers in those areas. The result is that many Ijebus see Glo Communication as their own or the Ibos see it as a network interested in their activities, and patronises it, and participates in Glo's activities. Guinness Nigeria Plc an alcoholic, beverage company in Nigeria, sponsored the highly profile Nigeria Argentina football match at Abuja in 2011, with the hope of reaching the majority soccer loving Nigerians, and the prime market of young and the middle-class market from all sectors of the Nigeria market.

### IN SELECTING AN EVENT TO SPONSOR IN NIGERIA, THE QUESTIONS THAT MUST BE ANSWERED ARE

In selecting to sponsor some events, especially as the security situation is, Nigeria's environment presently is volatile, from kidnapping to armed robbery and finally to terrorism, marketers use the sponsorship of events to develop relationships with consumers, to enhance brand equity and to build better relationships, with the trade. Successful event sponsorships require meaningful fit among the brand the event and the target market. So in considering the suitability of an event to sponsor, a Nigerian firm should ask itself the following questions.

- Is the event consistent with the brand image, and will it benefit the brand?
- Are the security situations in the area of an event conducive for the staging of the event, (before, during and after the event?)
- Does the event offer a strong likelihood of reaching the desired largest audience?
- Is the event geographically suited? Is it consistent with target audience?
- Is the event one that the competitor has previously sponsored and is there a risk in sponsoring the event of being perceived as "me-tooistic" and confusing the target audience as to the sponsor identity?
- Does the event fit into the overall marketing plans?
- Does the event complement existing sponsorships and fit with other marketing communications programme?
- Is the event economically and commercially viable? This relates to the budget of the event and the budgetary constraints. Companies that sponsor events must financially support the sponsorships with adequate advertising, point of purchase promotion (P.O.P) and adequate publicity support. A sponsorship without sufficient money/funds to maximise it goes nowhere (Hettler, 2004)
- Measurability – The results from event marketing/sponsorship must be measured to determine the effectiveness. The company must first establish specific objectives that the sponsorship is intended to accomplish and then obtain before and after measures to ascertain whether the sponsorship has

augmented the brand and company's image or increased the sales volume.

### WHAT ARE NIGERIA'S SECURITY CHALLENGES ON EVENT MARKETING IN NIGERIA?

These ranges from armed robbery, assassinations, political violence, terrorism (associated with Boko Haram), ethnic militias, cultism, destructive riots, political thuggery, religious riots and other destructives vices which affect the freedom of movement, association and life of the average Nigerian consumers.

Boko Haram is creating a lot of security problems in northern Nigeria, where thousands of human lives and properties have been destroyed. The Guardian Newspaper report on 10<sup>th</sup> November 2012, estimated that over 3000 lives and properties worth billions of Nigeria have been lost as a result of the Boko Haram insurgencies. This has resulted in food shortages as farmers and traders are finding it very difficult to move their products from the north to the south and vice versa for fear of assassination and death. Apart from Boko Haram Nigeria has other deadly and destructive activities of ethnic militias like the Odua People Congress (OPC), Movement for the Actualisation of the Sovereign State of Biafra (MASSOB), Movement for the Emancipation of Niger Delta (MEND) which increasingly threaten the lives of consumers and defenceless citizens. There are several ethnic border classes, violent armed robbery attacks, demonstrations and assassinations.

### CAN A COMPANY CREATE CUSTOMIZED EVENT WITHIN THE SECURITY CHALLENGES?

In this era of increased security threats in various sections of the Nigerian society, what can a company do to create a customised event? Considering the uneasy calm in virtually all parts of Nigeria, what option does a company possess?

A lot of Nigerian companies are now developing their own events rather than sponsoring existing events. Brands are now customizing their own events in selected security calm areas because having a customized event provides the brand a total control over the events. This eliminates externally imposed timing demands or other constraints and also removes the clutter problem of having too many sponsors. Also the customized event is developed to match perfectly the brands target audience and maximize the opportunity to enhance the brand's image and

sales. Also customization trend offers a good chance that a specifically designed even is more effective but less costly than a pre-existing event. It is too simplistic to conclude that brand and marketing managers/directors should avoid sponsoring well known and prestigious events, like the Olympics or World Cup, which can greatly enhance a brand's image and boost sales volume. Shrimp (2009). A company considers the security implications and the security of its staff, workers and consumers before sponsoring events now.

Indeed, successfully achieving a strong link with an event that is highly valued like the Olympics/English Premier League, means that the event's stature many transfer at least in some small part to the sponsoring brand. However, achieving such an outcome requires the establishment of a strong, durable and positive link between the sponsoring brand and the event. (Farell and Scotframe, 2007).

### AMBUSHING EVENTS

In addition to customization, many companies now engage in Ambush Marketing or simply ambushing.

Ambushing takes place where companies that are not official sponsors of an event undertake marketing efforts to convey the impression that they are. (Sandler and Shani, 2009). Marketers may question whether it is ethical to ambush a competitor's sponsorship of an event, but another school of thought suggests that ambushing is simply a financially prudent way of offsetting a competitor's effort to obtain an advantage over another company or brand.

### USING EVENT MARKETING EFFECTIVELY

As with every other marketing communications decision, the starting point for effective event sponsorship is to clearly specify the objectives that an event is designed to accomplish (Ayozie 2004). Event marketing has no value unless it accomplishes these objectives. These objectives can be accomplished in an atmosphere of peace. People can only attend and sponsor events where there are no security threats either to lives and properties to be used for such events.

### AREAS OF EVENTS MARKETING IN NIGERIA

Considering the security situations in different parts of the country Nigeria, a company/firm might sponsor an event in the following areas of a company's scope of operation.

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There is an inexhaustible field in events marketing. Areas of possible creations can be in the followings categories, Belch and Belch (2010).

- In training staff
- Celebrations – company annual general meetings, product launch, branch opening.
- In crisis periods – strikes, lockouts, fire disasters, demonstrations, etc (peace and conflict resolution talks).
- Organizing various kinds of seminars on issues which arise quite often.
- In politics – packing corporate personality programmes, packing political programmes organising meet the people events, etc.
- Sponsorships – endowments, beauty pageants, sporting activities, etc.
- Corporate event during exhibitions and presentations, meet the press, news-making personality presentations.
- Voluntary organizations e.g. fund raising, ceremonies, philanthropy visit, etc.

Special events may seem easy to accomplish from the point of concept concretization to its planning and eventually proposal making. One very great mistake the planner may make is to aspire to see his plan work out and fall in place logically. For example, many event planners think that once a need in a company has been identified, the company will snatch up a good proposal to fill the need. Consequently, many consultants get discouraged when they consider scores of their proposals which were not accepted or which were even considered favourable but later frustrated. (Ogbecie 1990).

### CHANGING AN EVENT CONCEPT

Again some events may be accepted, adaptable and executed in a form quite alien to the original concepts. The reasons can be many:

- A serious security threat, terrorists, attacks, bomb blasts, kidnapping or even armed robbery.
- Another event can overtook part or whole of the original plan, making change inevitable to suit the new situation or making the event unnecessary (e.g. terrorist attacks, bomb blasts, kidnapping and other violent activities).

- Client's conception could be remarkably different from the proposers. Differences in concepts, no matter how small will affect the shape of the event in the long run.
- Cost is another important factor. Most often a company may go for reduced expenditure. Changes in company budget will positively or negatively affect the event. When the effect is negative, the event may be forgotten or whittled down.
- Political situations security threats, and social unrest will affect an event instantly. If the event is one in which dignitaries will be invited, some transport logistics will be involved and maximum media coverage is expected. Political, security and social instability is an obvious killer especially when situations are uncertain. (Ayozie 2007)
- Unclear concepts: There is no doubt, despite the difficulty in implementing events, that a well-conceived event is half achieved given an enabling secured environment, enough financial and management support. But unclear concept will normally lead to confusion along the line, and lead to a waste of funds, time and energy. Perhaps anxiety due to security threats during the time of planning and executing events cause the greatest stress in public relations. Events are made by people in a very peaceful environment devoid of threats. Whether it is a fund raising for a voluntary organisation or image packaging for political personage or a seminar, the key to its success is the attendance of the key publics relevant to that event. Attendance is guaranteed in an atmosphere of peace devoid of harassments, threat to life, fear of being assassinated or kidnapped. Event takes place event at night where lives and properties are safeguarded. This is the only yardstick to measure success and failure. When the target audience fails to come for whatever reasons especially due to security threats, colossal failure is recorded. Executive stress of the worst kind arises in trying to manage the key invited guests and in expecting them to arrive without any harassment to lives and threats to properties.

### HOW DO WE ASSESS THE SUCCESS OF AN EVENT IN A PEACEFUL AND SECURED ENVIRONMENT IN NIGERIA

What people might regard as a successful event may be informed by different reasons. To some, the audience is the main yardstick, to others it is

media coverage. Others still judge it by a combination of attendance and media, while some still will assess media coverage, attendance, successful speech presentation, impact on the audience, no matter how small, the entertainment, and the security of lives and properties before, during and after the event.

In any case, scholars and practitioners should note the following points in measuring the performance of an event.

### Attendance

This is an important factor, as earlier mentioned, in assessing the success of an event. People make the event, and a well-attended event is already successful. Attendance is promoted in a peaceful and serene environment devoid of threats to life. People want to relax in an event, and ease what even tension they have accumulated during their work schedules. Events stimulate laughter and joy, so the security of the participants is very important. All that remains is for the organiser to manage the public and the programme, to achieve desired effect. The organisers have to provide adequate security to lives and property as this increases the attendance of the public and consumers.

An event which was attended by a few of its expected public can hardly be said to be successful. However, what constitutes a successful audience can be situational. For example, an event whose audience is a market of 20,000 students and workers, with a target of 5 percent that is 1,000 students/workers, 800 people is a successful audience. The same audience will be ridiculous if the president is visiting and the planners expected at least, over 10,000 students/workers.

### Media Coverage

An event can be successful without considering press coverage when the aim is not publicity, but if the aim is publicity, the necessity of media coverage is much more impressive. Media coverage in terms of how relaxed the audience is during and after the event. The media coverage should not be on a security threat which might reduce the attendance and objectives of the event.

A wide coverage both in print and electronic media and at desired times with in-depth reporting is success. But if the reports are tucked away in hidden corners of newspapers without photo-stories or the event is relayed in radio and television at odd times when no one or few

people heard it, that marks a failed media coverage.

### Combination Measures

A combination of the two criteria is most beneficial. In Annual General Meeting will almost be useless publicity-wise if it is not properly covered. The reasons are many; every company wants to build sympathy and confidence in the financial public, including opinion leaders. All these people can hardly be at the meeting. The media is the only available means of reaching them.

### Other Conditions

Other conditions for a successful event include the environment of the event. A politically volatile environment where the audience feels very uncomfortable can be very distressing. Cold refreshment, good presentation of speeches, courtesy of protocol executives, a peaceful atmosphere, the communications of a good master of ceremony, all these add to a successful event. Excellent security devoid of threat to life and security emergency plans which must be made known to the event participants also guarantees the success of an event.

## BENEFITS OF EVENTS MARKETING

Ogbechie (2009) opined the benefits of events marketing as thus; advertisers are finding it more and more difficult to make themselves heard over the clamour of competing messages. At the same time, media advertising is growing increasingly expensive, companies are therefore scouting for more efficient options. Events marketing can help companies break through the cluster (Ogbechie, 2010).

Also event marketing allows companies to target specific consumers much more effectively. (Ayozie 2003). Event marketing aims at creating goodwill that will translate to sales of products and services.

Event marketing is subtle, it is an appeal to consumers at a subliminal level. It is soft sell and so consumers' defences are down. Instead of trying to persuade a customer through a standard sales pitch, event marketing associates the product with something the customer likes. If the event is successful, the effect on the product is long-lasting. Ogbechie, (2009).

Event marketing helps in re-enforcing product positioning and be seen as an extension of advertising activities. Event marketing should

therefore not be conceptualised as sales promotion. It is not advertising.

### **EVENT MARKETING – WHAT FACTORS TO BE NOTED, BEFORE DURING AND AFTER THE EVENT (OGBECHIE 1990)**

Ogbechi (1990) specified what a company must do in the sponsorship of an event. Most of the factors enumerated are still very relevant and useful in the events sponsorship of the 2012 and beyond. They are:

#### **Event**

A major point to note is that whether the company creates something to sponsor or ties in with an established event, is that the event must be compelling. The relevance of the event to the product's image and category is very vital. It must be compatible with the product and/or company and must be able to yield clearly defined benefits. It must be consistent with the advertising and marketing objectives of the product. It must fit with the physical characteristics of the brand.

“Me too” situation should be avoided. Appropriateness of event to target audience is very essential. Attractiveness to customers, versatility and adequacy for national or regional interest as the case may be is prime. Event should be sensitive to consumer attitude and behaviour. (Heitsmit 2007).

The event should have a high degree of acceptance by the media, participants, their associations and governing bodies, and by the followers and enthusiasts of the selected event. Unique events stand a good chance over others. Though it may be difficult at the beginning because of awareness level of such events, it pays off better in the long-run. Such event becomes more or less, the property of or appendage to the product/brand, e.g. Milo, Marathon, Maggi Cooking Competition. In being unique however, care must be taken not to be saddled with boring and uninspiring events which have no potential of being made exciting. In spite of this, sponsored events must have competitive uniqueness. Ogbechie (1990)

The timing of the event should not conflict with other more important national or international events. And more important, the local ‘climate’ or situation of that particular activity, should be properly and carefully studied before venturing into it. Adequate security of the participants, guests and followers of the event must be guaranteed, before, during and after the events.

#### **Title and Type**

The company should try and obtain full acceptance and recognition in the title of the event. The company or brand's name should be an integral part of the title, e.g. Milo Marathon, Maggi Cooking Competition, Coca Cola FIFA World Cup, Benson and Hedges golden tunes.

To sponsor an event, a company typically gives money to the organisers, often for the prize fund. In exchange, the company associates its name with the event. A company will gain more mileage if it goes for “title sponsorship”, which gives it the right to name the event after itself or its product. Full sponsorship is the best as this ensures complete control, and a fair assurance of goals attainment. Full sponsorship however, has the potential of being expensive.

Co-sponsorship could also be considered but very rarely. In giving consideration, the co-sponsor(s) must be thoroughly examined and we should look out for synergies. Competitors should be out of it. A bigger company may also not be considered because of the potential of overshadowing the smaller co-sponsor. Ogbechie (1990).

#### **Advertising/Promotional Uses during Event Marketing**

As an advertiser, the company should aim to get more benefit for the marketing money by sponsoring the event itself, rather than just buying advert slots during an event show. The company should also be interested in creating stable long-term marketing equities – the sort of image building that comes from linking up with a popular event in the consumer's mind.

It may be easy for companies to create sports-related programmes or other events, but making them work is different matter. Besides choosing the right event, a company has to make things up with plenty of on-site exposure, media coverage and related retail promotions if need be.

Appropriate channels of communication should be used for publicity. This should be in line with perceived target and potential groups media behaviour. In addition, the publicity should aim to achieve better impact and at the same time social acceptance for the event.

Media support for sponsored events should not in the least be left to chance. It has to be painstakingly planned. Media coverage by press, radio, and television will help to give the right exposure to the event.

Press coverage should be properly arranged during press conferences that must be organised around the event. Press conferences tend to be cost effective in giving the event good publicity. Press coverage should also be arranged during the event and if possible press releases should be sent out to appropriate media houses.

For sporting events, live radio coverage is very valuable as awareness level achieved is usually very high. The cost effectiveness is very good. (Ogbechie 2009).

Television coverage is usually the most popular because of the visual effect especially for football. It is therefore essential that the marketer arranges for adequate television coverage, either live or recorded broadcast. In addition, the marketer should embark on an appropriate advertising campaign build around the event. (Ogbechi 2009).

On site expenditure, which is essential, can be achieved through adequate use of appropriate posters, buntings, banners, stickers, etc during the event at the venue and also around the locality. In fact the company should at the end of the day weave its name or that of its brand into the event with these banners, posters, stickers, samples and even the prizes. In event marketing, it is these little things that count.

The company should avoid spending too little too much, and too late on publicity otherwise not much will be achieved. (Ogbechie 1990)

### The Organisational Back-up

Event marketing requires pulling together very many pieces and this requires manpower and patience. This requires looking into many areas especially in sports and athletics, which includes,

- Publicity
- Procurement of race kits, entry forms, etc.
- Registration of runners and issuing of race kits.
- Provision of refreshment and water.
- Accommodation for officials and runners.
- Security arrangements before, during and after the event. (Ayozie 2007)
- Transportation for the participants before, during and after the event.
- Effective and well monitored security
- After event activities

- Provision of medical facilities during and after the race.
- Arranging for effective traffic control and security.
- Arranging for adequate transport facilities.
- Arranging for media coverage – press, radio, television.
- Manning of race routes, refreshment centres and sponging centres
- Inviting, receiving and taking care of dignitaries and VIPs in a secured environment.

The marketer should request for assistance from outside organisations especially with the law enforcement agencies, police, army and civil defence authorities, to ensure the security and success of the event. Most importantly a good co-ordination is needed. Nothing that even well financed plans can go wrong if companies do not follow through.

### REWARDS FROM EVENT MARKETING /SPORTS SPONSORSHIPS

Ogbechie (1990), Ayozie (2007), one thing that is not absolutely sure is if events marketing pays off in sales and profit? The question often arises whether budget appropriated on Events Marketing is well spent. More so that benefits derivable from such events cannot be quantified immediately or easily in terms of sales or turnover. However, marketers should to some extent be concerned with image enhancement.

It is not just easy to determine what a company gets in return for the money it pumps into event marketing. As marketers this should not bother them, this is because we do a lot of things on gut instinct. (Ogbechie 1990)

Considerable publicity, respect and gratitude can be gained for investing sponsorship Naira in traditional events which are struggling for survival in terms of financial interest.

Provision of facilities for training for a developing sport can earn credit from the media and supporters of the game and hence a positive image for the company and or brand.

Encouragement of youth, with opportunities for training and provision of junior competitive events, can be a meaningful introduction to the family for the company or product and can help it to obtain more goodwill. (Ogbechie 1990)



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In these days of high and escalating time and space buying rates, high commercial clutter on various media, very low liquidity level of consumers and very keen competition in industries, perhaps one of the best ways to get the message across for effects is to be unique and personalise publicity. This moves the product above the pedestral level.

One good way of estimating the value of a sponsorship is by tracking the number of “impressions” in public relations it generates on television, radio, internet and press (i.e. exposure of company’s name or brand or both) and translate it into an equivalent “worth” in Advertising Naira.

### RECOMMENDATIONS BASED ON THE SECURITY CHALLENGES IN NIGERIA

Marketing companies should as a matter of urgency try to revive event marketing within the confines of the current security challenges by;

- Choosing centres that are peaceful and receptive to strangers so as to conduct the events and market their goods and services.
- Convince consumers to patronize cultural, athletics and sporting events, as evidenced in Lagos, Edo, Ogun and Anambra marathon and cultural events.
- Work with local and national security agents to protect the consumers, spectators and producers patronizing an event.
- Encourage consumers not to be deterred by the threats of terrorists as evidenced in Boston and Paris event marketing activities.
- Induce spectator and consumers with prizes and incentives and not to be deterred by the security challenges.
- Adopt an aggressive event marketing activity as part of the corporate social responsibility in the local and national environment.
- Assuring and re-assuring consumers of their safety before, during and after the event.

### Consumers

- Accepting the fact that security challenges are only temporal as in the Boston and Paris Bomb/Terrorist activities, and that normal marketing and commercial activities can pick up.
- Not to be deterred by the activities of violent groups by participating in event marketing.

- Liasing with companies to promote acceptable events.
- Being security conscious before, during and after events, by reporting promptly suspicious people and activities during events to security personnel.

### Government

- Fulfilling its mandate by providing adequate security during event marketing programmes.
- Re-assuring the populace and consumers that centres for events are fully secured and manned by capable security agents.
- Making reference to events/centres where spectators have not be deterred by violent people and activities.
- Liasing with international and local security agents to protect the interest of consumers and spectators during events.

### CONCLUSION

For event marketing to works as a promotional and marketing communication informative tool, companies must organize events in commercial and secured areas where the interest of both the consumers and producer will be adequately protected. They must through incentives and prizes encourage consumers to attend events. Event marketing will achieve its goal in a secured environment.

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