UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 15 - Eventi aggregativi

2021-3-E1501N121

Learning objectives

Understanding the potential that events represent for the enhancement of the hotel facilities and the destination. Plan the Digital Marketing strategy aimed at increasing online visibility.

Contents

1. Italian Digital Ecosystem

Objective: digital approach overview for the Italian market with considerations on behaviour in relation to the main devices, platforms and tools.

2. Aggregative target events

Objective: understanding the main aggregative events, to be able to manage them and enhance them in terms of visibility

3. The main web levers

Objective: to know, understand, manage and plan tactical actions to optimize online visibility

4. Evaluation metrics

Objective: To understand the main KPIs for the evaluation of the activities

5. Final report

Objective: apply the acquired information to define a target visibility strategy.

Detailed program

The workshop is divided into six online meetings which aim to deepen the theme of aggregative events on the destination, understanding the potential expressed through the aid of digital distribution platforms. We will address the main tools available to highlight the event and we will analyse how the accommodation can maximize its contribution by planning web strategies aimed at increasing its online visibility.

The relationship with the main evaluation metrics combined with the analysis of the reference context will be able to provide the qualitative and quantitative elements for an analysis of the tactical actions implemented.

The workshop will end with the presentation by the students of a final group work aimed at enhancing what they have learned with the aim of increasing the visibility of a hotel and an event on the destination.

The dates of the meetings will be scheduled in four-hour sessions on May 20, May 21, May 25, May 28, June 1.

1. Italian Digital Ecosystem

Objective: analysis of the Italian digital approach and considerations on behaviour in relation to the main devices, platforms and tools available.

Understanding the digital ecosystem in which we operate is of fundamental importance to analyse how the target audience behaves when exposed to ever-increasing communication messages, which now reach users exponentially during their customer journey. Traffic analysis, especially following the Covid-19 emergency, show an increase in internet use in Italy at + 2.2% compared to last year. Numerically, this is an increase of over a million people who previously did not access the network. The digitization expressed during the emergency period has led to an increase in connecting devices, including smartphones as the main actors in the process of considering and planning future travel destinations. Social media therefore represent a main actor aimed at increasing bidirectional communication with brands that are increasingly connected with their audience. Understanding a mass of data that is becoming more and more impressive is essential for structuring strategies capable of adapting the tactical levers of distribution to changes and cross-devices that the user now faces with a "liquid-dynamic" method and approach.

2. Aggregative target events

Objective: understanding the main aggregative events, to be able to manage them and enhance them in terms of visibility

Aggregative events as a fundamental element to achieve objectives not only economic but also of relationship with one's target, of optimization of one's distribution and relationship with the territory. The correct preparation of the organizational logic combined with the support that digital can provide represents an elementary mix for the correct definition of the event in the destination. If on the one hand the operational organization is fundamental for the success of an event, it now becomes necessary to supervise it through specific marketing mixes through the construction of a plan that allows: the correct conveyance in terms of visibility, the digital relationship with the participants and feedback following the event in the area. Elements that together make up the design of the logic aimed at reaching the correct target of participants.

3. The main web levers

Objective: to know, understand, manage and plan tactical actions to optimize online visibility

The tactical levers available represent one of the fundamental elements of online distribution to which more and more companies are dedicating economic, time and training efforts to optimize their online presence. The correct mapping of the customer journey combined with the analysis of the main digital touchpoints allows the web levers to optimize the flow of visitors to their own media and in particular their website. Representing the direct channel at all points of the customer journey is essential to convey one's values, optimize the economic flow through disintermediation processes and the correct balance between the direct and indirect channel.

Optimizing the web levers means laying the foundations for a medium and long-term strategy in which the peculiarities of the event or accommodation facility are highlighted to strengthen the relationship with the consumer.

4. Evaluation metrics

Objective: To understand the main KPIs for the evaluation of the activities

Optimizing distribution by planning your online presence is an important element for the success of events in the area which, however, need to be evaluated.

Prerequisites

- Enrolment at third year

- 90 CFU already obtained

Teaching methods

Lessons, open discussion, final project works

Assessment methods

Active participation during the lessons and the working groups

Textbooks and Reading Materials

Charts will be shared with students during the workshop