

Obstacles in Event Marketing in Thailand and Work Adjustments at the Beginning of the COVID-19 Outbreak

Pattanan Dedkaew¹

¹Faculty of Business, Economics and Communications, Naresuan University, Thailand

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Abstract

This qualitative research aimed to investigate the obstacles encountered by event marketers in organizing events in Thailand and the adjustments they made at the onset of the COVID-19 outbreak. Data were collected through interviews with 13 representatives from organizations and event marketing teams in Bangkok, Thailand, between March and September 2020. The results revealed five types of event marketing obstacles, including the target group, environment, team organization, timing, and crisis situations such as the COVID-19 outbreak. To overcome these obstacles, event marketing teams had to adjust in various areas, including attendance management, location selection, inspections, and public relations. In the digital age, Event marketing formats can be tailored to suit different situations by incorporating social media into creative event planning, which can increase audience engagement. The findings suggest that event marketers in Thailand face various challenges, and successful event marketing requires flexibility and adaptability. By making strategic adjustments, event marketers can effectively manage obstacles and engage their target audiences.

Keywords: 1) Obstacles 2) Event Marketing 3) COVID-19

¹ Associate Professor, Department of Communication Arts; E-mail: all_pattanan@hotmail.com



Introduction

In the digital age, marketing communications need to use various forms such as advertising, public relations, sales promotion, personal selling, event marketing, direct marketing, point-of-purchase communications, and other forms to engage consumers in products and services. When consumer behavior and perception of marketing communications change, marketers must find ways to capture their interest and "touch their hearts" to get them to pay attention and spend time receiving marketing news. Importantly, marketing communicators must communicate about the product in the consumer community, which is a channel for consumers to receive information and support or advice from the community for their decision-making about the products.

One unique marketing communication tool that can create a flow of products and services towards target customers is event marketing. Event marketing is one of the elements of marketing communication that creates touchpoints for products or services and channels that consumers use to interact with products or services in various creative ways. The purpose of event marketing is to create interest, admiration, impression, and experiences that come to consumers' minds.

To achieve this, various products create marketing events to capture consumers' attention and engage them in different ways and formats, such as trade fairs, contests, competitions, press conferences, or celebrations. Each marketing event takes the form of an event with venue decoration, performances, guests, shows, celebrities, games, etc. to create

opportunities for target groups to have closer contact with the product.

Therefore, event marketing plays an important role in marketing from the past to the present. According to Kanjanaphokin (2012, pp. 2-20), prior to 2000, event marketing was not widespread, but interesting events with many attendees, celebrities, and singers were attracted to support sales events. For current event marketing, the main feature is to achieve the objectives of marketing through many strategies and tools that attract consumers. This communication tool is known as Integrated Marketing Communications (IMC).

Nowadays, many companies and organizations accept event marketing by business owners, and specialized teams try to use creativity in various event marketing formats. It is useful to make the target group interested and achieve the objectives of marketing, which can achieve worthiness and cost-effectiveness of the budget used in each operation. Examples of event marketing that are often held include seminars, product launches, press conferences, road shows, sports events, opening and closing ceremonies, social events, booths, etc. Successful event marketing is often held in areas that can attract the attention of many people, such as the center of Bangkok, including press media from various fields, activities that can be easily accessed, and easily spread to the general public. Especially in large department stores located in the center of Bangkok, there are often courtyards or spaces to organize event marketing.

In addition, there is a sales generation format for products and services that uses the

marketing campaign “Top spender event”. This is an activity that allows a group of fans interested in a particular brand, where the artist is the presenter, to compete in purchasing products. They strive to achieve the highest spending amount to have the opportunity for a close encounter with the artist in a Meet&Greet event. For example, a brand like Lotus may organize marketing events to engage customer who have accumulated a significant amount of purchases in gold to participate Event Marketing strategy can effectively link to creating a high level of involvement among consumers who are interested in and willing to participate in the activity. (Ensurecommunication, 2023)

When the world and Thailand are facing the COVID-19 pandemic situation, marketing activities have to slow down due to preventive measures that restrict people from going out and necessitate adapting to the new normal way of living. This has resulted in every organization having to adjust their marketing strategies for products and services. Particularly, businesses that sell products through physical stores need to shift towards using digital marketing communication channels to provide information, receive orders, accept payments online, and enhance online transactions. Ouparamai and Phongthanapanich (2022, p. 317) align with the research by Saeyang, Laksitamas and Kobayashi (2022, p. 118) in discussing “The model of sports marketing management of beverage of industry entrepreneurs in sports sponsorship under COVID-19”. Various Event marketing activities serve as communication tools used to support product branding or organizations. They mention the

principles of selecting beneficiaries, where marketers should consider targeting groups such as audiences in sports venues, athletes, competition organizers, and clubs under the supervision of related organization.

Apart from the impact of the COVID-19 pandemic on Event marketing, where traditional events were held at various locations to involve target groups or consumers, presenting products or services as a satisfying experience, there is a need to adjust marketing communication strategies. As mention by Kasemmethakul and Wiroorath (2022, p. 54), business must adapt their marketing strategies during the COVID-19 outbreak. Digital marketing strategies have been utilized during the pandemic since access to physical service locations for each business is restricted, and consumers have reduced travel to different places. Consequently, business have shifted their methods by employing digital media as a means of marketing communication to reach the target audience just as effectively as before.

Therefore, Event marketing organized to communicate marketing for target groups have a variety of forms. When marketing activities are planned, the actual schedule of activities during work may encounter obstacles and problems that prevent the work from going according to the plan, which requires expertise of teams to manage problems and adjust the work so that the activity can be carried out successfully.



Research Objectives

An examination of the challenges faced by Thailand's event marketing and workplace modifications during the start of the COVID-19 outbreak.

Research Questions

What are the obstacles in Event marketing in Thailand and work adjustments at the beginning of the COVID-19 outbreak?

Research Method Scope

A study of the challenges faced by event marketers in Bangkok and the surrounding areas of Thailand, spanning 8 events from March to September 2020, before the start of the corona virus illness or COVID-19 outbreak in Thailand. Interviewing those participating in that event marketing including representatives from the organization, the event owner's team, and the event management company teams (Organization representative teams) can also help identify crucial informants.

In examining the accuracy and credibility of data using the participatory observation method of researches in participating in the aforementioned event, the researchers gain firsthand experience from the registration process to observing the operational aspects of the event team to address arising issues. Additionally, the researchers also observe the behavior of the target group attending the event.

Expected Benefits

1. The study's findings are based on real-world event marketing challenges that must be overcome. This serves as a model for other businesses who plan the Event marketing.

2. This experience will be the guidelines for adapting event marketing during the COVID-19 epidemic. Emphasizing the usage of social media as a marketing communication channel fit for the digital age can help management adapt in typical circumstances.

Literature Review

Event Marketing

Event marketing has important goals that can meet the objectives of marketing communications. Wongmonta (2018, pp. 37-39) explains how to create participatory marketing communications by showing the identity of the product for customer memories. There is a space or channel for conversations with customers, building relationships between products and customers, creating a community that can share the same interests and communications, creating a product's image, engaging customers with entertainment, and creating brand value in the minds of customers by giving them gifts or rewards to encourage engagement such as posting or re-sharing a story in their social media. That method can be continued to create comments or talks between people in other groups.

In addition, Kanjanaphokin (2019, p. 11) discussed that event marketing as a communication tool can bring brands to consumers through experiences from the five senses. This has changed from the past because of the communication technology that is an online system that drives news and events, but now that is about to enter the 5G era so that the users of communication devices are creating user-generated content. They can create con-

tent by themselves and quickly disseminate information through likes and shares. Therefore, the digital world contributes to the new era of event marketing through limitless activities. That means people who are not present at the time of the event can learn about the event and the product or service through social media. Including after organizing the event, the results were spread through word of mouth, liking, sharing, hashtagging, and retweeting via Twitter, making the event expand awareness for a wider number of people as well. In particular, the content that wants to communicate about products and services remains forever because information about the event is still circulated on various digital platforms. This is a good way for the brand to be in the minds of consumers.

Functions of Event marketing activities Event marketing for brand communication has an important function, according to Kanjanaphokin (2012, p. 107), which has four functions: 1) Creating experiences with brands 2) communication of various information 3) creating or attracting the attention of the target audience and 4) leadership In addition to supporting or expanding other marketing communication tools, there are also functions of marketing activities displayed through different forms and methods, as follows: Chatratichart (2013, p. 74) 1) Creating experiences with brands is the first priority of the participants experience with the brand; moreover, it's a direct and indirect experience through the five senses: form, taste, smell, sound, and touch, which will lead to action that is an experiment. The methods of creating an experience

with brands include various methods such as product trials, playing games or participating in activities at work, venue decoration, lighting systems (light), sound systems (music), food within the event, or the use of social celebrities or celebrities who can attend the event. 2) Communication of information with the various news and forms of communication, such as holding a press conference, distributing files for media documents (a press kit), setting up a booth to provide information, or presenting information through exhibition boards, or corporate executives' press interviews. and 3. Creating or attracting the attention of target groups, this function of event marketing provides a way to create or attract attention, as an example: by inviting celebrities to attend and participate in various activities in that event at the department store or a place where people are crowded and personalizing activities that they can't find anywhere else. Moreover, there are many activities in front of the booths to attract attention. 4. Leading, supporting, or expanding other marketing communication tools, such as event marketing's activities that allow the press to attend and disseminate in their press release area.

Process of Event marketing In general, planning any work requires a clear work process. In particular, the organization of event marketing requires systematic procedures so that event marketing can achieve the objectives of the product or organization, which Wantamail (2014, p. 271) describes as being divided into 4 steps: situation analysis, planning, implementation, and evaluation.

For the event show day, the sequence



of work can be summarized as follows: (Ded-kaew, 2018, p. 53) 1) Team meeting 6 hours before the start of the event, including the event marketing team of service companies (suppliers) such as the stage team, pretty, make-up artist, effect artist, clothing department, outdoor catering company (food and drink), and venue production director (producer). 2) Rehearsing the queue on stage when all teams are ready to check the availability of lighting, sound, and stage performances. Including rehearsing the sequence of various ceremonies on stage. 3) Register for the event (30-60 minutes before the start time) for those who are invited to join the event marketing. 4) During the marketing activities (the run show), the ceremony time on stage is about 1-2 hours, depending on the nature of the event. However, the execution of event marketing will be planned, but there are many uncontrollable factors that cause problems during work, so the team must manage to complete the work as quickly as possible.

Marketing Communications in the Age of Digital Marketing 4.0

Strategy of marketing communication in the digital age Wongmonta (2018, p. 27) has mentioned five strategies for digital marketing communication as follows: 1) The content used in this era of communication should show that the product or service is with the intention of creating a better quality of life for customers. 2) Creating useful and interesting stories or content for customers 3) Stimulation for conversations with customers that will understand their needs and feelings, including the conversations between customers themselves. 4) Use

the digital space as part of integrated marketing communications. The marketing communication tools will bring maximum benefit through various online media. Many media will promote the product to reach customers quickly and expand far and wide. 5) Building a brand image by acting as a consultant 6) Gathering the ideas and advice of the customers from social media for the development's products or services 7) Writing messages or content in marketing communications must be true and transparent to build credibility with customers. 8) Marketing communications with content that reflects good citizenship or benefits society. That will make the customers see that the organization intends to improve the quality of their lives.

Principles for managing marketing communications in the digital age The marketing communication improvement process from the past is appropriate for the digital age. Wongmonta (2018, p. 32) explained the principles of marketing management in the digital age, including: 1) Emphasize effective marketing on social media. 2) Create a continuous flow of communication by word of mouth. Assign message creation personnel, known as evangelists, to be specifically responsible for communicating with customers, or he determines the life story for the good effect on products through online media in various forms. 7) Emphasize the use of storytelling or product experience content through online media. 8) The executives should use online communication tools to understand and accept suggestions for improvement and development of products and organizations.

9) Find a middleman who promotes the brand on social media; by using the popular person to mention their experiences with the product, it is easier to build trust and follow behavior. 10) Develop the competency of the employee in regards to communication technology for using social media. 11) The use of social media marketing communications is measured. by checking the number of video viewers or clips, likes, shares, and interactives with the followers for the next event's planning. As mentioned above, we found that marketing communications in the digital age must be managed in a systematic, step-by-step manner and clearly to achieve the organization's marketing objectives.

In addition, Wongmonta (2018, p. 40) explained that digital marketing communications for branding must be an interesting story, involving conversations with customers about their opinions and requests. Including finding someone who the target audience likes and is ready to follow, such as celebrities, singers, actors, or people who are the idols or representatives of the company and are hired to act as ambassadors of the company and are able to generate interest and credibility as well. At the present, the organization is trying to create employees who will be good representatives in accurately communicating a good customer attitude, and marketing communications should be used in many forms of social media to reach target audiences with digital behavior.

Research Methodology

A study of obstacles to event marketing activities in Bangkok by qualitative research

using in-depth interviews with the key informants of the organization, the owner of the event marketing company, totals 13 people by purposive sampling who are the operators of the events held in Bangkok and its vicinity in Thailand, and 8 events for collecting data by visiting since the month of March through September 2020.

The sampling selection: There are methods for selecting the event marketing to be studied, including selecting a sample group from 4 types of marketing activities: 1) Entertainment activities and contests, 2) Social activities, 3) Corporate events, and 4) News activities. The selected event marketing is a sample group that held, in various locations in Bangkok, two events from each of the above categories. So the selected events by purposive sampling which are occurred in the public area and public relations via social media in the collecting data period of March through September 2020. Therefore, the samples used in the analysis consisted of eight marketing events.

Research Results

Basic information about Event marketing

The sample group of event marketing in Bangkok that was used to collect the data consisted of a total of 8 events, which were products or organizations: 1) Denee of Neo Corporate Product launch 2) Channel One Television Station Market 3. Phuket Tourism Festival by The Tourism Authority of Thailand together with the Association of Business Administration Phuket Tourism 4) Miss Thin Thai Ngarm Contest. 5) Bodyslam X Free Fire Press conference



by Genie Record Co., Ltd. in collaboration with Garena Online (Thailand) 6) Nong Chat makeup artist Sport day 7) Short Films Storyboard Contest by U may plus money Fitness season 8) Pakaoma Tor Jai Fair by Thai Beverage Co., Ltd. in collaboration with Pracharath Loves Unity Social Enterprise (Thailand) Co., Ltd.

Obstacles in organizing Event marketing

The data that the researcher got from field observations on the day of the event, actual locations, and interviews with representatives of the organization or event team for all 13 events marketing has information about the obstacles as follows:

"Because a number of the sellers have never been out of this work. Because they are flight attendants who never go out to work, they tend to be sluggish and never do it, so they still can't sell. The most important thing is that their product be unique and beautiful."

(Interviewee, Representative 2, July 25, 2020)

"From social distancing measures, ignorant people rarely follow."

(Team 1, Interviewee, 25 July 2020)

"The work went according to plan. This event was more beautiful than the previous exhibition booth. It was a promotion booth. At that time, it was held in Germany. It was a trade event, which they used to set up a sorted table; it's not organized as a booth like in this event; it may be a little hot, but it fits the atmosphere; if there is a dome with air conditioning, it can negotiate longer with tourists. It is easier for tourists to make purchasing

decisions."

(Organization representative 4, Interviewee 4, July 30, 2020)

"100% according to the plan, no interruption, is a collaboration between Tin Thai Ngarm Company as the organizer, then there is an organizer on the stage, and 40% of the light and sound team."

(Organization representative 5, Interviewee, August 1, 2020)

"Actually, the core of the event is solving immediate problems, but as the organizer, you are the middleman who coordinates between the two host companies. In this event, there will be 2 hosts: Garena and Grammy's Gene Record side, so the difficulty is when we are thinking of a concept, thinking of a theme, or presenting anything. It has to be approved first by both sides. There will be disagreeable ideas, which we have to be able to compromise on to get what both sides are okay with as much as possible."

(Team 2, Interviewee, August 5, 2020)

"The main thing this year is about COVID-19. According to the VTR that opens in the final room, we usually hold the event in March, April, and the end of the event in May, but now that there is COVID in March, April suddenly, we have to postpone because we don't have public relations. We had to adjust everything to online as an online seminar in order to inform students and had problems at that time because some universities were during the semester break and some univer-

sities lacked the opportunity to recognize, such as Sripatum University, ABAC University, and Rangsit University, which closed in 3 this month.

There were few obstacles to organizing the event on the day of the finals. It's a matter of rehearsal; for the children, we have limited time to rehearse, and the children may have a file of presentation that is not complete. Some teams have unusual presentations. They have sound effects or have acting or a roll play like a stage play. On rehearsal time, we have a queue for the youngsters to practice for 10 minutes to be realistic, but on show time, the effects are not complete yet. The song still doesn't match because the younger players have little opportunity to practice, but when the actual run occurs, everything is really perfect, which is a small chance that some teams can achieve."

(Team 4, Interviewee, August 28, 2020)

"Due to the situation of the outbreak and spread of the COVID-19 virus in Thailand, which has resulted in the public relations of activities that will enter each university being stopped, Umay Plus has adjusted the new normal public relations format through the meeting in the online application."

(Team 5, Interviewee, August 28, 2020)

"Right now, it's most likely about COVID-19. The artwork may not be as vibrant as the music. Because there should be a problem with COVID-19. But in other matters, there is no problem because this is a place where people are already traveling. There shouldn't be any

problem.

But with COVID, everyone has to stay away from each other, or something along those lines. Organizing events during the opening ceremony will have a few obstacles."

(Team 6, Interviewee, 12 September 2020)

Adjusting to work during the outbreak of COVID-19

From the field observations on the day of the event and the interviews with representatives of the organization or event team, all eight event marketers received information on adapting to work during the COVID-19 outbreak as follows:

"District offices during COVID don't allow doing anything with a lot of people, so it will be difficult, there will be steps, and they will come and take a look. The officer will walk around to inspect something like this and may close our work immediately. The problem with COVID is very serious."

(Representative 2, Interviewee, July 25, 2020)

"Working with people in closed places would not be a problem, but in the case of public places, we have to take strict and decisive measures because some people who attend the event do not have discipline in their work. Therefore, they have to follow the measures set by the government, not only to provide us with jobs but for everyone in the organizing industry.

(Team 1, Interviewee, July 25, 2020)



"We use measures to enter, use the scan system of Thai Chana, enter and exit in one way. and spaced out."

(Organization representative 4, Interviewee, July 30, 2020)

"Following measures, all contestants must undergo a physical examination with the submission of a medical certificate. There will be temperature scans, face shields, and a medical center, and face masks are required to enter the event because we are very careful about the spread of the disease."

(Organization representative 5, Interviewee, August 1, 2020)

"Actually, we followed the rules of the CCA, thinking that there would already be some general rules for them. Therefore, there are a lot of adjustments as well, for example, from the set up day until the event day there must be a fever measurement, and on the day of the event, the seating arrangement must be such that there is social distancing both below and on stage, so we need to make the stage bigger and use a larger venue. Normally, there would be more than 100 people in attendance and we might be able to use this space, but in fact, it seems that we have to use a space that is three times larger to accommodate the same number of people and stuff like this. Moreover, there must be a request for permission, and there is an inform of the state agency, namely the district, which the district will coordinate with the police. "Something like this is okay, or something like this?"

(Team 2, Interviewee, August 5, 2020)

"But now, there is COVID-19 in April, we have to postpone it. because we don't have public relations, so we had to adjust everything to be done online, such as an online seminar, in order to tell the children."

(Team 4, Interviewee, August 28, 2020)

Summary and Discussion

Obstacles in organizing Event marketing

From the interviewing with representatives of the organization's products or services and event marketing team operations, they can be carried out as planned, but there are encountered obstacles in the work that can be summarized as follows:

Target group

Because the participants in event marketing have a variety of occupations, when it is an activity that requires competence according to the objectives of the event, which some participants do not have expertise in, it will not be as successful as it should be, such as bringing in the expertise of the sellers who have never sold products in a booth. This is consistent with the research by Sutthibut, Dhammasoand and Vadakovito (2020, p. 172), which highlights the problems affecting the promotion of selling community products through online marketing were is lacking skill in IT technology, not breve enough to show, little knowledge, no recording skill, lack of self-confidence and not communication skill. These individuals' lack of experience in sales contributes to their inability to succeed in participating in these

activities.

Environment

Some marketing activities take place outside the building, so there may be a problem with hot weather. This makes talking about the product take longer than it should. This is consistent with the research conducted by Oottamakorn (2017, p. 1) on the problems and obstacles in implementing the Potential Development Project for Thai Business activities. The study found that challenges arise in evaluating the knowledge and capabilities of entrepreneurs, managing changes or cancellations in project participation, and dealing with weather conditions on the day of the event.

In terms of work

It is normal for the work of organizing events to have minor problems, which is why it is my duty and ability to solve problems immediately at that time. The marketing activities were carried out according to the plan. This is consistent with the ideas of Stoltz (1997, as cited in Noimanop, 2019, p. 589) which emphasize the significance of responding to obstacles for personal success. If an individual believes that obstacles are temporary and can be controlled and resolved, they are more likely to perceive obstacles positively. Having hope and encouragement, the individual will seek ways to overcome the obstacles and move forward.

In terms of time

The event day is when there is a presentation of the work in a competition-type event where the participants do not have enough time to rehearse before the time of the actual presentation as scheduled by the committee to judge. This is consistent with the

research conducted by Handicraft, Jindaprasert and Prathum (2021, p. 99) on the problems and obstacles in marketing communication for the historical site of Ban Prasat. The study found that the biggest problem in marketing communication is budget constraints, followed by issues related to the diversity of marketing communication, the content of marketing communication, and the time frame for disseminating marketing communication. In carrying out marketing activities it is essential to allocate sufficient time for communication to achieve the desired objectives effectively.

The crisis situation

From the epidemic of COVID-19, there are control measures by being detained at home and unable to travel out to study or work. It's causing obstacles to the operation of some activities that are in the process of building public relations for those interested in participating in the contest from the target group of students in various universities all over the country, so it's resulting in the postponement of the schedule of the announcement of works as well. In addition, the participation in the event must be limited to the number of people participating in each round that will enter the area. The function rooms are not allowed to exceed the capacity set by the government. Including an obstacle that prevents the event from being colorful by using music or an artist who can bring together a large number of people. The atmosphere of some events is not as lively as it used to be during normal events, which is consistent with research by Pearlman and Gates (2010, p. 247), which indicates that virtual meetings and special events are inno-



vative and viable methods to effectively and efficiently achieve organizational objectives. Still, in the early stages of development, the use of virtual reality within the meeting, incentive, and exhibition industries looks promising; however, widespread adoption may be years away.

Adjustment of work during the outbreak of COVID-19 in Thailand

The Event marketing industry in Thailand still needs to follow the precautionary advice for the spread of Coronavirus 2019 (COVID-19) issued by the Ministry of Interior (B.C.M.T.) strictly. From interviewing 13 representatives of the organization's products or services and event marketing teams, they have had to make adjustments during the COVID-19 outbreak that can be summarized as follows:

The attendance

At the front of the event must have a screening point to measure fever. The registered attendees also do the same when entering and exiting the event. More over the wearing of a face shield mask according to government measures and limiting the number of people attending the event. The number of participants must be counted; if the quantity exceeds the limit, you must sit and wait in front of the event first in a space where you will not get bored by a stage with music performances, singers, and games to enjoy while waiting in line to attend the event in the event room, which is consistent with research by Sangsawangwatthana, Sirisaiyas, and Bodeerat (2020, p. 376) said that in Thailand, it is necessary to eat together through a plastic curtain in the middle. In the United States, it is mandato-

ry to share a meal with a mannequin in a seated meal. In Turkey, watching movies is a must at the movie theater in the car. In Canada, they touched their relatives with gloves and plastic tarps. In Sri Lanka, people in elevators have to stand apart from each other. in Las Vegas High school graduates must attend graduation ceremonies in a car.

The place of Event marketing

The organization has to choose the space where they use it because it needs to be a larger area for setting up booths and seating. Moreover, each booth must be spaced according to government measures in order not to let people who attend the event be too crowded by seating arrangements within the event and social distancing between the stage and the booths, which is consistent with research by Krutwayscho, et al., 2021, p, 254; Sripol, Phakdeeying and Kowithayakorn, 2019 as cited in Jaiwilai and Suketch (2023, p. 173) said that if the establishment provides services with a variety of forms of activities There are health products and services that meet the standards for Tourism Safety and Health (SHA) criteria, and the facilities are suitable and clean. It will result in this group of tourists choosing to use more services.

The monitoring

The Event marketing was organized in an air-conditioned area with a large number of participants; therefore, they must be inspected by the district office, which will come to inspect the order and procedure to comply with the requirements of the disease epidemic prevention measures, which is consistent with research by Khamjam (2022, p. 41) The results

of the research show that measures and safety in terms of consumption measures on aircraft affecting the decision-making process for using low-cost airlines during the epidemic situation COVID-19 virus are important to service users. The airline should consider checking. Adhere to the rules of not In-flight consumption is permitted and penalties may be imposed. or admonish passengers who violate the rules for Safety and comfort of other passengers.

The publicity

The Event marketing department has to publish to the target groups about the details of the event and the recruiting and submitting of works to participate in the contest must be adjusted. From visiting the target groups, who are the students at their university, the public relations have to be changed via online public relations, including meetings in the MS Team system, which is consistent with research by Khampim (2021 as cited in Yingyong, et al., 2022 p. 68) by The trend of online live streaming (Live Streaming) is the distribution, receiving-sending audio system in real time (Real Time). Time) in the form of a video. via the internet network to access various devices such as computers, tablets, smart phones, smart TVs, etc., by interacting with operators and customers via chat messages or voice interactions easily with changing technologies that make live broadcasts online can be done through applications such as Bigo Live, Kitty Live, Facebook (Facebook) and YouTube (YouTube), etc.

The suggestion for organization

The use of social media is useful and ideal during a pandemic situation. It is used

as information or guidelines for marketing to recommend products and services via Social media marketing platform such as Line Facebook Instagram Twitter Tiktok, which is consistent with research by Panchuay and Jarutach (2022 p. 427) said that the consumers unable to travel to the sales office, digital media has the importance of motivating real estate developers to adjust strategies such as marketing on digital media by booking homes to closing sales online without actually visiting the show room It was born as a new marketing strategy.

For the technology of electronic marketing, it can be used in conjunction with event marketing of products and services. In addition to using electronic devices to meet the needs of consumers mentioned above. It can also help spread the word or share events or activities of the event marketing which spread widely without the need to participate in that events. It can be aware of events and can tell about products and services that is called Viral marketing by making video and audio clips of events through social media. Focus on short length content. It doesn't take long to watch, focusing on interesting, strange, fun, stimulating interest in sex, which will create even more trends. Therefore, event marketing should to use technology of electronic marketing strategies through the website and various social media that can build the power of word of mouth by the creating content about empathy and experience for other consumers. As well as this electronic marketing, they know the opinions of customers both good and bad in order to improve the next event marketing, which is considered a tool to encourage Event market-



ing to be another way to be successful. In summary, businesses of products and services can adapt and address the challenges arising from the COVID-19 situation by transforming their event marketing activities. They can achieve continuous marketing communication with the target audience effectively by utilizing communication technologies through online social media platforms. This aligns with the findings of Khajornsaksirikul and Phrapatanporn (2020, p. 99), where executing marketing strategies on platforms such as Facebook, Instagram, and Youtube influenced consumers to shop at Shopee. Social media advertising proves beneficial in meeting the needs of targeted consumers and driving sales, as these platforms

are cost-effective, reaching the right audience with quickly measurable results.

This research is beneficial for businesses, government organizer, and event organizers. They can use the research findings as guidelines in planning their Event marketing strategies to align with the digital lifestyle and new normal behaviors of people. This includes adapting their plans when facing uncontrollable situations and considering the factors within the Thai working environment that may lead to challenges and obstacles. Event marketing organizers can adjust their operations to achieve the objectives of the event successfully.

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