

EVENT MARKETING AND ENTREPRENEURSHIP DEVELOPMENT IN SOUTH-SOUTH ZONE OF NIGERIA

Azuonwu Benneth Elekwachi (Ph.D) & Akenbor, Lucy C. (Ph.D)

Email: azuonbenneth12@gmail.com

**Department of Marketing, Entrepreneurship and Procurement, Faculty of Management Sciences, Federal University, Otuoke, Bayelsa State, Nigeria
07036590862**

Abstract

This work is to examine event marketing with a view of determining the extent to which it impacts entrepreneurship development in South-South Zone of Nigeria. To achieve this purpose, secondary source of data were collected as a guide of review to the literature. The scope of the study covers the entire south – south Zone of Nigeria. The given information's were descriptive analysis. The study is to make use of four marketing Ps as its dimensions. Our findings revealed that event marketing has a positive significance impact on entrepreneurship development. It is responsible for gearing growth for innovation and change in the economic. Based on the above findings I therefore conclude that the study has established that event has positive and strong relationship with employment generation of new business and tourist inflow. This study provided theoretical implication in marketing event in the hospitality industry. It also provided entrepreneurs with effective service delivery. This study recommended for event marketing in other zones of Nigeria for economic diversification, self-reliance. Government should support her citizens in its policies by giving priorities to entrepreneurship in the area of events.

Keywords: Event Marketing, Entrepreneurship.

INTRODUCTION

Background of the Study

At its core, marketing is communication; it is the ability to clearly convey a message at the opportune time. The increasing competitive pressures, brought on by technology or globalization are forcing business organization or individual entrepreneurs to find new ways to engage customers – even marketing is one of like ways. Live events provide the opportunity for one to connect directly with stake holders and clearly communicate their message. Event marketing has continued to grow as one of the most important marketing strategies for today's big companies. For event to have that face lift and the marketer that have its set objective then event marketing must be brought on board.

In recent times the clamour for the development of tourism/event activities has been unprecedented. The rate of event development is increasing like the multinational investments in hotels, resort complexes and infrastructure. Events involving hospitality, travel, road shows, seminars, conferences, summits and tourism have become major sources of economic diversification for many countries (Alasofofi, 2009). Event industry has a positive economic impact; event gathers the target group in time where a message is communicated and happening is created, the term event can be art, sports, tourism and social activities and can be activities organized by giant organizers more professional. (Huseyin, 2011).

Nigeria has abundant events potentials, but lacks effective management (Ayeni et al., 2012). Event may be offered by nearly every community regardless of size (Kotler, 2010). Nigeria festival events and places constitute the major tourist attractions which have sustained the tempo of events development in some South-South states. It was estimated that Nigeria will have tourism growth of 77% world market share and 6.40% contribution to employment in the national economy between 2006 -2015 (Basseyy, 2011). But in 2016 there was an increase of 1.1% and 2017 3.6% per annum. Cross Rivers State was a trail blazer featuring Calabarcarnival, Obudu cattle Ranch, Aqua-Vista,

Tinapa business resort, Agbokim waterfalls, monolith sites, Rivers carnival (Carniriv) the Port Harcourt Pleasure Park at Aba Road. International trade fairs and national park reserves. Rivers state towed the steps of Cross Rivers State that came into tourism industry map of Nigeria in 1999 following the adoption of tourism as an economic development tool of the state by Donald Duke (Bassey et al; 2011)

In event marketing there are essential principles on how to effectively carryout event marketing. The participants, it is by getting the right people who will participate in your event as exhibitors or presenters, contact potential participants by e-mail, Facebook, twitter and other means of communication to invite them to take part in the event. The venue that is the location that is accessible and attractive to visitors and it must accommodate the number of exhibitors and audience you hope to attract.

You also identify the target market (audience) and communicate the benefits of visiting the event, communication must be built on interest and anticipation, and use social media create blogs that can accommodate your information. Build relationships with customers by communicating with the visitors after the event; ask questions for a feedback on the event. Publish on web and print media news related to your event and the release of new products to encourage your target audience. Event marketing is a tool for experiential marketing that focuses on consumer experience and treats emotionally and rationally driven consumption experience.

Entrepreneurship is another catalyst for economic change. It will lead to competition and innovation. It highlights the growth and development of a given economy as referred to as a source of employment of a given economy generation studies have established positive relationship with stimulation to economic growth employment generation and empowerment of the disadvantaged segment of the population which includes women and poor (Anyadike, 2012). Rivers State government enhanced the budget of ministry of Tourism, culture and national orientation from 2007 to date to enable their work have great impact on the people. Entrepreneurship development is the process of improving the skills and knowledge of entrepreneurs through various training and classroom programmes. The whole point of entrepreneurship development is to increase the number of entrepreneurs. By doing this, the pace at which new business or ventures are made gets better.

"Ndechukwu (2001) states that the entrepreneur is largely viewed as that individual who takes upon himself the risk of going into business with the expectation of earning all the profits or losses". An entrepreneur is an economic leader who possesses the ability to recognize opportunities for successful introduction of commodities and adjust to changing conditions he reinvests profits to increase the scale of operation.

STATEMENT OF THE PROBLEM

Entrepreneurship development has seriously been argued by scholars, professionals and policy makers to be the engine growth of development for every nation economy. In china for example, it took many different forms. Amed, 2011 Eja, 2012, and Ajake, 2012 which centered on the "Assessment of the Economic Development of Cross Rivers State. There is a bilateral causality and positive long-run relationship between economic growth and events like tourism (Eja et al, 2011). Event/tourism also enhances mutual understanding and appreciation and provides the foundation upon which lasting social economic situation are built around the world, it brands a nation. Event product attracts huge financial, human resources but the Port Harcourt Tourist beach and some other tourist sites in Niger Delta has failed. But unfortunately, people think there are no empirical indications to justify or link these events with the entrepreneurship development and this event occurs on yearly basis. People (tourist) from different parts of the world pay visit to the state both in international trade fairs, at this Scenario, this current study seeks to evaluate how such events have been able to introduce and enhance the entrepreneurial ability of the people particularly the South-South of Nigeria over the years.

AIMS AND OBJECTIVES OF THE STUDY

The aim of this study is to ascertain if any relationship exist between event marketing and entrepreneurship development. Being an effective marketing activity, this study is to make use of the four (4) Ps of marketing as its dimensions. This is because; the marketing mix would help in planning the marketing activity and may prevent marketing errors. Also, this study is to ascertain how the variables can provide a better understanding to the business involvement of entrepreneurs in marketing event, and perhaps provide even business knowledge as another catalyst of the economy to enhance the profile of the event to meet the needs of the event audience in most cases to generate revenue. **The objectives of the study is to determine the relationship between event marketing and entrepreneurship development, to determine the relationship between product and entrepreneurship development, to determine the relationship between price and entrepreneurship development, to determine the relationship between place and entrepreneurship development and to determine the relationship between promotion and entrepreneurship development.**

POLICY AND THEORETICAL IMPLICATIONS OF THE STUDY

The policy implications provides assessment of event marketing to ensure a sustainable growth of the economy in Nigeria specifically South-South zone of Nigeria. Primarily the academic scholars profound workable or valid theories that can be used for policy, decision by both government/business organizations and individuals. Therefore this work evaluates the influence of event marketing on the development of entrepreneurship in South-South zone of Nigeria. The study will provide an update that event marketing and entrepreneurial development will further provide the bases for undertaking comparative studies on the marketing mix and on new business, employment opportunity and tourism inflow in South-South zone of Nigeria, all these requires hard work as Marshall Neo-Classic theory stipulates that, there is no exploitation in business platform, entrepreneurs profit depends on their dedication and knowledge as an important factor. The research will also provide entrepreneurs with better understanding of event activities, event managers, hospitality industry, hotel operators, transporters, supermarket owners and managers, internet providers, tourism officials small business owners, small business owners will find the study of immense value. This study will also be beneficial to students and future research as who will find the research outcome useful. It will contribute to the relatively limited existing literature in the knowledge area of service marketing. The policy formulation is regarded as the process of developing and synthesizing the alternative solutions for policy problems as argued by Ikelegbe, (1996). It involves identification of problems and development of analysis of policy alternatives and its selection by academic scholars. This raises crucial questions, "how are problems identified? Who articulate them? What are the alternatives? How is the decision made and who made the decision". **Based on the study, the theoretical implications** for assessment in event marketing shall rely on hospitality Industry, business organizations and other institutions. The contribution interface between event marketing and entrepreneurship development using the 4Ps of marketing depends on the model. Therefore this study used linear regression to analyse the relationship development. Event is an innovation in the world's recent economy and its knowledge must be disseminated for its success. Previous scholars like Ayeni et al; (2012), Kotler, (2010), Eja et al, (2011), that event have a range of impacts on their host destinations and they are usually divided into economic, socio-cultural, environmental and political impacts. The important of event marketing using the people, physical evidence and the process for the services has a significant impact on the business ideas and opportunities. The study is in line with Schumpeter's theory of Innovation and Kizner's theory of Alert. It is good as a researcher to use one or two approaches to arrive at consistent and empirical results; the conceptual frame work led to the findings and conclusions. The theoretical implications if in terms with the modern research trend could be used to advance research efforts in South-South geopolitical zones of Nigeria.

SCOPE OF THE STUDY

The scope of the study covers those in hotels, transport parks, restaurant, schools and homes. It also includes students, working class, employed, self employed and unemployed. It focuses mainly on the effect of event marketing on the development of entrepreneurship. Geographically, it covers South-South zone of Nigeria. The levels and unit of the secondary descriptive analysis of the study are organizational, institutional level and all the South-South zone of Nigeria.

LITERATURE REVIEW

Conceptual Framework

Event marketing and entrepreneurship is a measure to economic development indicates that countries are making effort towards beating down on the present economic recession. Event investment and development is one way out and cannot succeed without the marketing as part of it.

Business Dictionary (2013), defines event marketing as "the activity of designing or developing a themed activity, occasion, display or exhibit (such as sporting event, music festival, trade fairs or concert) to promote a product cause or organization. According to (Leonard, 2002), entertainment compels the audience to leave home to experience something they will not find on their home entertainment options.

Nature of Event Marketing

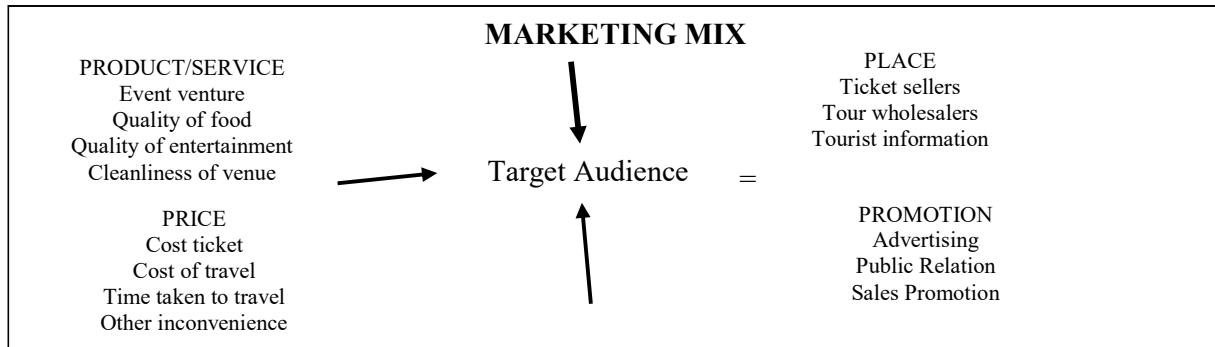
Event marketing is growing like that of traditional advertising though still behind the major components of the marketing communication mix-advertising, sales promotion and Point of Purchase (P-O-P) event marketing is distinct from advertising, sales promotion or public relation but it generally incorporates from all these promotional tools (Huseyin, Mehpare and Metin, 2011) event promotions have an opportunity to achieve success unlike other forms of marketing communications. Events reach people where they are receptive to marketing messages and captures people in a relaxed atmosphere (Vassilos 2008, Teagan et al, 2013)

event marketing is growing rapidly every day because it provide companies alternatives to the clustered mass media. They are less satisfying to the need of passing information to the whole market. Advertisement has led to a clustering on TV, print and other media.

This has given rise to a need for providing exclusively the sponsor while not sacrificing the benefits of reach and impact. Another problem is the increasing number of channels and the greater number of channels and the greater number of problems have led to fragmentation of the viewer-ship (Huseyin et al, 2011). The objective of event marketing is direct sales and image building (Ibid). Event marketing is borne out of the increased competitive pressure faced by business professionals, they urge for new and better ways to reach current and potential customers (Lynn, 2005). Event marketing helps organisations opportunity to cross-promote with other companies that have related products or services, other example products (giveaways) and build strong relationship with various channels of distribution, such as retail outlets, event marketing gives entrepreneurs opportunity to showcase, explain and highlight the new and improved features of their product, it can help in rejuvenating brands during the different stages of product life cycle. Therefore event marketing in essence is a pull strategy (Wohfeil and Whelan, 2006; Alexandra, 2013 & Ukessay, 2013) events can assist in changing beliefs about a product and services.

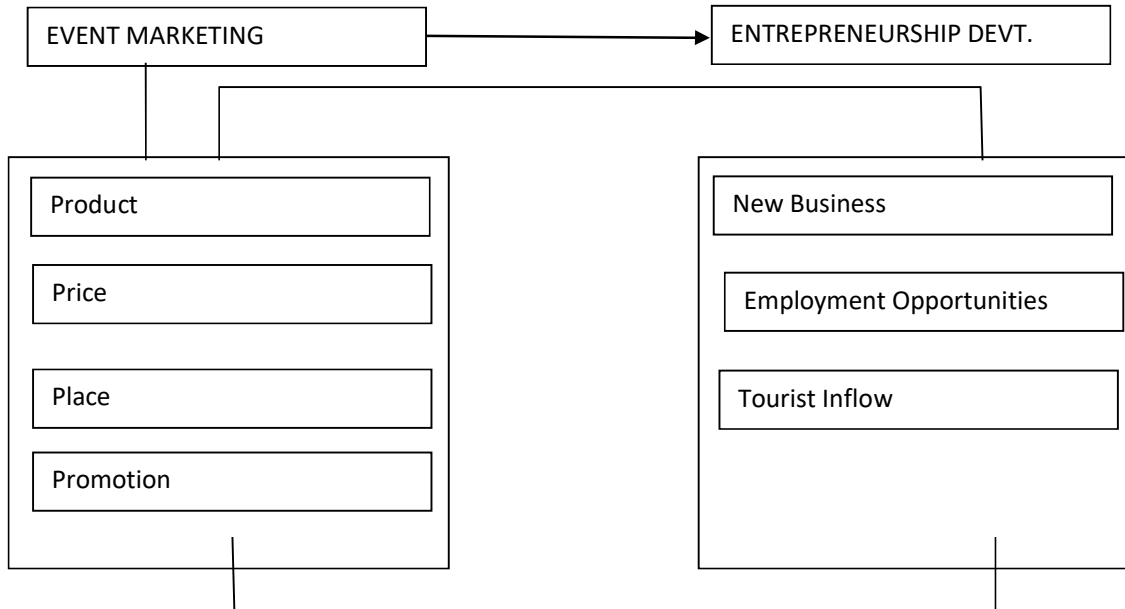
Dimensions of Event Marketing

Various researchers suggested various dimensions of event marketing (Yashwarit, 2011) suggest that emotions intellectual spatial and involvements are the four different dimensions or event marketing (Ukessays, 2013) suggests involvement intellectual and emotions. This study would make use of Alexandra (2013) 4ps dimension to sport marketing which are product, price, place and promotion but the study centered on Entrepreneurship involvement in event marketing. The 4ps are a 'road map' for the entrepreneur to have innovative knowledge of the venture he is about to embark.



1966 by E. S. The Garay (Mindtools, 2019). Marketing mix is considered to be basis of every marketing theory (Business Fund as, 2011).

THEORETICAL / CONCEPTUAL FRAMEWORK



Source: Research Desk (2018)

Product: is anything that satisfies need, another concept of product is the overall marketing effort (Alexandru, 2013). Packaging the core product of event involves communicating expectations of the product. For an entrepreneur, citing Kirzner 1997, product is probably considered most important (Joseph, 2013 and Ranjam, 2013). A product in its decline state with good marketing can turn out successful. The physical aspect of the product includes:

1. Event value
2. Quality of food
3. Quality of entertainment
4. Cleanliness of venue (Lynn, 2005)

The choice of event venue for a particular event product matters, be it hockey play, soccer sports, trade shows or carnivals etc. It would attract audience and entrepreneurs including small-business owners. Event organizers who are also the marketers has to work with hospitality industries to see that services such as food and accommodation are in good condition of services (Raj and Deepika, 2010 and Lynn, 2005). The quality of entertainment would determine the category of target audience to an event. This is where planning measures event

planners focus in capturing measures of emotional engagement (Raymond, William, Dan and Inna, 2008). In planning you determine the price they are willing to pay or if there will be fee charging (purely branded, 2013 and Sam, 2013). Price entails the cost of ticket, cost of travel, time taken to travel, cost of planning and advertising of event, facility rental staff insurance, licenses, permit fees, clean up fees, public address system and pre and post events.

Price: This entails the cost of the ticket, cost of travel (trip), time taking to travel, cost of planning and advertising of event, facility and equipment rentals, staff, insurance, licenses, permit and fees, set up and clean-up fees, gifts, food and beverages, public address system and pre-and post-events marketing activities (Sam 2013), price determinations will impact profit margins, supply, demands and marketing strategy (Purelybranded, 2013). Sponsorship is necessary in planning an events to help reduce cost. Sponsorship revenues, donations and desired profit should be subtracted from expenses to set price for event if there will be charged fees.

The place: Is the process of getting the event product to the customer. The physical location of the event arena could be encouraging or discouraging to intended entrepreneur's promotion looks at the many ways marketing agencies disseminates relevant product information to customers and differentiate a particular product or service (Purely branded, 2013) you must consider the demographic profile of the target audience. The communication strategy appeals to what they read, watch, and listen (Same, 2013).

Promotion: Promotion looks at the many ways marketing agencies disseminate relevant product information to customers and differentiate a particular product or service. Detailed demographic profile of the target audience would be necessarily used. Publications, broadcast stations and website should be chosen for advertising to target audience. This communication strategy appeals to what they read, watch, listen to and visit (Sam, 2013). Consumer awareness is to encourage purchase or participation (Alexandru, 2013). Public relation and social media campaigns should be created before the event proper and continue to maximize benefit from the event. This also triggers entrepreneurs to have insight into involving in the product.

Event Sponsorship

An event sponsorship is an integrated marketing activity where a company develops actual sponsorship relations with a particular event and provides financial support in return for the right to display a brand name, logo, or advertising message and identified as a supporter of the event. Examples include; "Maggi Cooking Competition" by Nestle Foods and "Who Wants to Be a Millionaire? Sponsored by MTN.

Event marketing often takes place as part of a company's sponsorship of activities such as concerts, the arts, social causes, and sporting events. Decisions and objectives for event sponsorships are often part of an organization's public relations activities.

Many events are substantially subsidized by sponsorship, with marketing plan closely linked to sponsorship or absolute control over the event and this will in turn influence marketing and operational planning, some sponsors use event to promote a new product in this case, the whole event is aimed at developing customer awareness and loyalty. With the sponsorship, the marketing messages must be consistent and clear to the audience. The sponsor identifies with the event through the use of their name and logo and expects return in investment. For instance, the MTN or GLO logos are often seen at major events, Maggi cooking competitive by nestle foods and "who wants to be a millionaire also sponsored by MTN, decisions and objectives for event sponsored often part of an organization public relations activities.

Event Marketing Process

Establish the features of the product Identify customers (segmentation) Plan to meet audience needs and wants Analyse customer decision – making process Establish price and ticket program Promote the event
--

Process of event marketing

Source: Adapted from Lym, 2005.

Features of the product: these may include one or more of the following:

A novel experience, entertainment, learning experience. An existing result, opportunity to meet others, chance to purchase items, dining and drinking, inexpensive way to get out of the house, chance to see something unique.

Essential Principles of Event Marketing

According to Lan Linton (small business) advertising and marketing, events such as exhibitions and seminars are an important marketing tool for small businesses, enabling you to communicate with customers and prospects in our environment that you control.

Participants: Get the right participants on board. Identify the people or organizations who will participate in your event as exhibitors or presenters.

Venue: Get the location right, choose a location that is accessible and attractive to visitors and participants. The venue must be able to accommodate the number of exhibitors and visitors you hope to attract, select a venue that is convenient.

Visitors: Attract the maximum number of visiting. Identify the target market and communicate the benefits of visiting the event. Visitors attend events to learn about the latest products, see influential presenters or attend seminars and workshops where they will improve their knowledge place information for visitors on your event website, giving essential details such as location, admission changes travel, programme and schedules of events.

Communication: Build interest and anticipation; communicate with visitors and participants in the period leading up to the event.

Relationship: Build relationship with customers, you can start to build relationships that help you to market future events, publish news related to your event such as the release of new products or relevant publications to encourage visitors and participants to exchange views.

Seasonal factors: the South-South of Nigeria for instance is endowed with two seasons of which in planning any event like festivals to attract tourist is usually done in the dry season and can provide directions by providing websites to be reached.

Trade shows: Trade shows are the ideal setting for collecting qualified sales leads that have a higher probability of converting to customers.

Seminars: Seminars usually take place in a more intimate setting and heavily focused on educating attendees.

Summits: Summits are on the opposite end of the spectrum because most events are open to public, summits are smaller in scope due to their high profile nature and consist of very important speakers.

Virtual Events: It is for companies that may not have the resources to host a full scale live event and for companies that cannot afford to travel to an international conference. It allows people to participate from all over the world and strives for a more globalized and diverse group of attendees. As the world has gone digital, virtual events may quickly become a mainstream form of live events.

Social Media: In today's digital-centric world, social media and events go hand in hand. Event has become a source of content for both organizers and attendees. 98% of customers create digital

content at events and that 100% of those attendees share the content on social media channels. This is to ensure event success of event brand in reaching audience all around the globe.

Hybrid Events: An event may have element of both in person interaction and online engagements such hybrid events provide versatile functionality and gives event organizers the freedom to stretch the limits of the event, both in terms of scope and reach, for example, Google I/O conference in 2016, the Google team decided to provide a live 360 video stream of key note speech, the 360 video technology allowed attendees to not only listen to the keynote, but also feel like they were present at the event.

Conferences: These large scale events, it could be educational workshops and valuable networking sessions. The most successful conferences are the ones that balance a professional environment with an energetic, social atmosphere; it could be a marketing strategy for an organization to analyze the success and failures of each of their events and build a conceptual experience.

Round tables: Similar to seminars, round tables also have a specific educational goal in mind. Round tables can vary in size but are usually smaller in scope. Round tables are usually comprised of higher level executives such as CEOs or CMOs which provides a much more concentrated networking opportunity for attendees.

According to Cari Goodrich, 2018, global marketing summit it at Looker says events are critical, if we don't do events, it affects everything".

Attendees Satisfaction: All events share the same overall objective of satisfying attendees. It is important to specify your definition of "satisfaction" was the goal to simply entertain your attendees during the conferences? Did you want them to take away specific knowledge about your product/services? Make sure to be intentional with this particular metric to gain the most insight about your attendees. A great way to measure overall attendee satisfaction is by calculating the net promoter score which is summarized below;

How likely is it that you would recommend this event to a friend									
Detractors					Passive			Promoters	
1	2	3	4	5	6	7	8	9	10
% Promotes					% Detractors = Net Promoter Score				

Speaker page engagement: it is important to ensure that your speakers are offering valuable knowledge that is connecting with attendees and monitoring each speaker's profile page. How many likes did each page receive? How many times has their page been viewed?

Customers acquired: This will help you calculate the direct ROI of your team's event marketing efforts and help you strategize for future events understanding which tactics worked and which did not when attempting to gain new customers is a crucial insight for event marketing.

The entrepreneur according to J. B. say, around 1800, shifts economic resources out of an area of lower productivity to an area of high productivity and greater yield but did not tell us who entrepreneur is. Powell R. 1989 sees the entrepreneur as the fourth factor of production, a decision marker with the firm.

Important Of Event Marketing

1. Event marketing as core marketing communication, it helps in brand building that is creating awareness about the launch of new product.
2. To highlight the added features of the product services
3. It helps in regenerating brands during different stages of product life cycle.
4. It helps in communicating the repository of brands or products.
5. It is associated with brand personality of clients with the personality of target market. It creates and maintains brand identity live events provide opportunity for one to connect directly with stakeholders and clearly communicate their message.

Entrepreneurship Development

It is a process that culminates in the creation of goods and services which will fill a gap in the society (Oladele, Akeke, and Oladunjoye, (2011) Essential, 1999). It is the creation of "something" that is

capable of satisfying the need of an identified target audience (Essential, 1999). This is in line with Schumpeter's definition of entrepreneurship which plays much emphasis on innovation such as new product, new production method, new market and new form of organization method (Sule, 2013). Entrepreneurship development is the process of improving the skills and knowledge of entrepreneurs through various training and classroom programs. The whole point of entrepreneurship development is to increase the number of entrepreneurs.

Entrepreneurship is at the heart of national advantage (Cairee et al, 2002). It generates growth because it serves as a vehicle for innovation and change, and therefore as a conduct for knowledge spill over (Oladele et al, 2011) the impact of entrepreneurship is to generate growth (Sule, 2013, Nigeria 360, 2013). The role of entrepreneurship can be classified as the ability to identify business opportunities. The ability to being able to harness the necessary resources to utilize opportunities identified. The ability and the willingness to initiate and sustain appropriate actions towards the actualization of business objective. Adekunle Aromolaran (1978) indicated that the entrepreneur is an important force in the economy.

Employment Opportunities: Entrepreneurship play a key role in the economic development of a nation through creation of employments. Citing Chigunta, (2001), Oladel et al., (2011), notes that entrepreneurship is receiving increasing recognition as a source of job creation, empowerment for the unemployment in Nigeria increased on daily basis as a result of sole dependence on the white collar jobs. Prior to this time, that is before colonization took its hold in Nigeria. People where solely independent on the national revenue and company employment, striving with dignity on their own. Since the independence of 1960, the rate of unemployment in Nigeria began to increase rapidly (Oladele et al., 2011 and Sule, 2013). Most graduate and secondary school leavers scout for ready – made jobs. The higher the unemployment rate in an economy the higher would be the poverty level and associate welfare challenges. An employment opportunity is differentiated in this context of this study.

Entrepreneurship establish new businesses by taking advantage of innovations, knowledge and business information.

Tourist Inflow: Entrepreneurship plays an important role in developing and contributing to opportunity for the entrepreneur as due to increase tourist inflow to a country. It is related to the rapid industrialization (Anjan, Rishi and Priyata 2012). Entrepreneurship is a major force in economic development since it is responsible for generating growth and acts as a vehicle for innovation and change in the economy (Stephen et al., 2006). Tourist consumption brings about innovation and change which are vital if businesses are to grow and provide the diversity of products to accommodate changing patterns of consumption. During the last 20 years there has been a growing recognition of the importance of entrepreneurship within the tourism industry, especially as small tourism businesses become more fully understood alongside the large research literature on tourism as an element of international businesses (Nigeria360, 2002). For entrepreneurship and innovators within organizations, an ability to harness technology to nurture business to business relationship in the tourism supply chain and business to consumer relationships in terms of demand will lead to a redefining of how organizations interact with each other, with customers and how they are operated as organization.

Entrepreneur create new businesses (Zoltan, 2006), and new businesses in turn create jobs, intensify competition, and may even increase productivity through technological change. High measured levels of entrepreneurship will translate directly into high levels of economic growth.

Characteristic of an Entrepreneur

An entrepreneur is usually a positive thinker and a decision maker. He is a skilful person, skill of leadership, management abilities and risk taking abilities, strong decision making personality and

creative. He is known as innovator who engages himself to innovate new varieties of products. He is the pioneer economic development, creator of the wealth; he is self-confidence and ambitious.

Importance of Marketing in Hospitality and Tourism

It creates entrance of corporate giants into the hospitality market, hotel chains are relying on the expertise of the marketing director.

Tourist as a customer; According to Stephen et al; (2010:65) a consumer is an individual who through a process of decision making, obtain goods and services for personal consumption. In tourism, the important of experiencing a destination environment must be recognized where the tourist becomes a consumer of place or culture, as well as purchase of tourism products. Every tourist have motive for embarking on a trip.

In the tourism context Maslow's Hierarchy of Needs can be useful in demonstrating the source of our initial needs and wants where satisfaction of these needs may ultimately lead to the purchase of a holiday.

Event Marketing and Entrepreneurship Development

In other to encourage entrepreneurship development in the marketing of events, when a product is in decline stage may go into event marketing. Entrepreneur would need information on the history and values of the corporation (Leonrad, 2002, and Alexandru, 2013). Event marketer cannot succeed without creating opportunities for entrepreneurship development. Entrepreneurs are economic catalyst and bring about economic development to a given place (Raj et al; 2010). Besides being a risk taker, the entrepreneur source for certain information from the event marketers. Literature has reviewed that Huseyin et al, (2011) used special event management, Raymond et al; (2008) used experimental marketing, Wohlfeil and Whelen, (2006) used consumer motivation, Wohlfeil et al, (2005) used innovative marketing communication.

ECONOMIC GROWTH AND DEVELOPMENT

The concept of entrepreneurship was first mentioned by Richard Cantillon in the eighteenth century (Marta et. Al. 2006). That the function of the entrepreneurship in the economy was to purchase services and inputs at a certain price, and it's subsequently sale at an unknown price and therefore, assuming a risk. According to him for Adam Smith ("father" of the economy", the concept of entrepreneurship is confused with capitalism, whose function was providing the resources for entrepreneurs and capital accumulation. Building on some theoretical contributions, Marta et. Al. (2006) established the following definitions.

- ❖ Entrepreneurs are those persons (business, owners) who seek to generate value through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.
- ❖ Entrepreneurial activity is enterprising human action in pursuit of the generation of value though the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.
- ❖ Entrepreneurship is the phenomenon associated with entrepreneurial activity.

Entrepreneurship has to do with activities of individual persons. Entrepreneurs go in line with economic growth. Linking entrepreneurship to economic growth means linking the individual level to aggregate levels. Entrepreneurship is a behavioural characteristics of person. It should be noted that entrepreneurship is not an occupation and entrepreneurs are not a well – defined occupational class of person. Entrepreneurship is not synonymous with small business. Small firms are an outstanding vehicle of individuals to channel their entrepreneurial ambitions. The small firm is an extension of the individual in charge (Basseyy et. Al. 2011).

CONTEXTUAL THEORETICAL REVIEW

Bill Veeck: He was professional baseball's first promotional genius. His greatest strength was his ability to determine what fans wanted and were willing to pay for. He constantly mingled with spectators in his ball parks prompting his son to comment. It was his way of doing market research.

Jay Lurye: His greatest contributions were in building attendance through marketing partnerships and the creation of marketing and creative thinking. He created the "Meet a celebrity" event and promoted the "Mystery guest" luncheon of reception where spouses would buy tickets not only to see each other but to also mix with celebrities as well. Many companies today hire "look-alike" celebrities to perform the same function, and it still works to build attendance and excitement.

George Preston Marshall: He was a marketing genius who through innovation and customer involvement built huge success of his products. In 1937, he purchased the old Boston Redskins professional football team and moved the franchise to Washington, DC, renaming it the Washington Redskins. At that time football had no great impact but baseball. He brought in entertainment, excitement and enterprise into football making it interesting. He introduced the fight-song for the Washington Redskin, a swing band to create awareness and entertainment for the spectator's thereby building attendance. Marshall recognized that football wins and losses would come and go, but entertainment and excitement would attract customers forever.

P.T Barnum and the Ringling Brothers: He was responsible for developing methods of advertising and promotion that became known as ballyhoo, a term synonymous with attention getting. He was also a pioneer in the concept of public displays of his attractions, building his reputation and profits through museums and road shows.

Religious Event: Events like religious festivals/fairs, religious procession.

Entertainment events: Events like music concerts, fairs, festivals, fashion shows, award functions, celebrity nights, beauty pageants, flash mob, and jewellery shows stage show.

Sports event: Event like Olympics, World cup, Marathons, Wimbledon, Wrestling matches

Image Transfer Model

The use of event sponsorship as a means to enhance, establish or change brand image is common for a variety of organizations, this is one of the common goals for organizations to engage in sponsorship programmes. The rationale behind that popularity of sponsorship as a marketing tool to achieve image goals is the general assumption that by linking a brand to an event. The image of the event can be transferred to the image of the sponsorship.

Speed and Thompson (2000) highlighted the influential role of perceived fit in the formation of a positive consumer response to sponsorship. In addition, the literature supports the idea that low perceived fit may cause negative associations for consumers (Novais & Arcodia, (2013), and thus lead to negative attitudes towards the sponsorship (Becker – Oslen & Simmons, (2002). A distinctive characteristic of professional sports is that sports fans can be extremely loyal to their teams (Delakas & Melancon, 2012) and consider them as central part of their identity.

The Relationship between Event Marketing and the People in New Businesses

New business as a major enhancer from event marketing (Eja el at, 2011, Bichaka et al, 2007, Basse et al, 2011, and Amalu et al, 2012). Events internal and external activities opens up business opportunities, for the people both small scale businesses and entrepreneurial activities (Ahmed, Somay and Soraya, 2011). Entrepreneurial participation in event marketing has made events unique and memorable. **Without the entrepreneur perceiving business ideas and implementing them, it would result to event dull for participants, audience or customers. Such new business as groceries or trading, hotel businesses, eateries, transportation, crafts making, restaurant, cyber cafes, photo studios, arts shops etc.**

Relationship between Events Marketing and Employment Opportunities

Event marketing is a job generator, no matter the nature of the event; human resources are needed for effective and effectual delivery of the product/services mainly in the design, physical environment, packaging, branding fixtures and service sign applications. Jobs are generated from hotels, restaurants, eateries, cyber cafes, sports events, festivals, beach etc (Lynn, 2005, Amalu et al; 2012 and Ajake et al, 2012). Jobs are created within the event sector such as tickets sellers, tour wholesalers, security personnel, marketers, online attendants etc. Prior to the event, youths could be used for street shows on the street to create awareness (Lynn, 2005) increase in commercial activities during event period causes establishments to look for more hands. Event is a major source of reducing unemployment and menace in the society (Amalu and Ajaka, 2012) most youths especially women are engaged (Anyadike et al; 2012 and fascinating Nigeria; 2013).

Relationship between Event Marketing and Tourist Inflow

Information on product and the process of services in terms of policies, in delivering standard of service, saving time and money for efficiency, if well-presented could attract consumers. The tourist is the consumers both existing and potential. Globalization is now making business networks increasing important and easy to communicate with the outside world, create blogs that can enter your information, create Facebook, WhatsApp, twitter, Instagram and open your web for a regular communication. Online marketing to dismantle the road blocks, barriers of reaching your target audience globally Ezirim (2018) Digital Business review and content marketing techniques; providing the right content at the right time through the right channels and shaping relevant experiences. TV commercials, radio jungles/adverts. The product and the process of services, message/package is vital, the price

for event participation, hospitality arrangements, geographical features and location is considered by the tourist (consumer). It is pertinent to note that tourist inflow contributes to the GDP of any given economy (Anjan et al; 2012, India 2014).

Theory of Entrepreneurship

Entrepreneurship becomes more popular when there is an economic recession, there is more to entrepreneurial activities, and there are three theories of entrepreneurship:

The Neo-Classic theory of Entrepreneurship

The theory was advanced by Marshal in 1948; the history stipulates that there is no exploitation on the business platform, this means that entrepreneurs profit is dependent on his work, and dedication theory also views the level of knowledge of an entrepreneur as an important factor.

Innovative Theory Entrepreneurship

This theory was advanced by Schumpeter, in 1991; he concluded that Marshal's theory was wrong. ***He argued that knowledge can only go a long way in helping an entrepreneur to become successful; he viewed innovation along with knowledge (Ibid).***

Alert Theory of Entrepreneurship

This theory was founded by Kirzner in 1997; he states that understanding the market is the key to being a successful entrepreneur (Ranjan, 2013).

Shaw (2004) points to the fact that entrepreneurs have traditionally been perceived as innovators based on the economic development perspective by Schumpeter (1934). Innovation is the heart of entrepreneurship (Kevin et al; 2011). ***Schumpeter (1934) highlights the entrepreneur as a business pioneer driven by profit motive, Yet Shaw (2004) is critical of such perspectives, since few small-scale entrepreneurs actually pioneer; they tend to be reproducers, taking ideas from elsewhere and making them work in their context. This had led Shaw (2004) to identify different entrepreneurial types in tourism such as classical entrepreneurs interested in being their own independent boss and managerial types, and artisan entrepreneur.***

Wohfeil and Whelan, (2005), in their work, "Event-Marketing when Brands Become "Real – Lived" Experience; explained that event marketing is a pull strategy which offers marketers an innovative approach in marketing communications. The objective of their work was to discuss its role within marketing communications as well as its impact on the changing communications landscape.

Eja et al (2011) on an assessment of the relevance of Christmas festivals in the development of sustainable hospitality in Calabar city. Alexandra L. M. (2013) on their study on marketing mix strategies, presented brief overview of significant element of the sport marketing management model called the four Ps on how to combine the other three Ps of services to best satisfy the consumer, meet company objectives, enhance market position and enhance competitive advantage.

Dorothy, (2012), specifies on product diversification for sustainable tourism development, Ahmed et al., (2011), on tourism an economic growth in developing countries, using P-VAR approach, they examined the causality and long-run relationship between economic growth and tourism development.

Ajake et al (2012) in their study on the relevance of tourism on the economic development of Cross Rivers State, observed through the respondents data that tourism influenced employment status, enhanced the people's income in the state and generated revenue for the state government.

Mckercher (2003) in his paper presentation on sustainable tourism development, agrees that the tourism industry can contribute to overall sustainable development of an economy and provide high quality standard of living.

In a descriptive study by Bassegy et al., (2011), carried out an investigation on the analysis of the economic impacts of cultural festivals: the case of Calabar and Rivers State. Using sampling design to enable the researcher get a gross estimate of the results, the result supported the claim that event tourism has positive economic impacts on the host community.

ISSUES / GAPS AND OUTCOMES

The issues is focusing on the problems posed by the recent technology and globalization in the increasing competitive business environment has led to the study of different scholars to determine the favourable way of marketing our product and providing skills for our citizens.

Jay Lurye greatest contributions were in building attendance through marketing partnerships and the creation of marketing and creative thinking. He created the "Meet a celebrity" event and promoted the "Mystery guest" luncheon of reception where spouses would buy tickets not only to see each other but to also mix with celebrities as well. Many companies today hire "look-alike" celebrities to perform the same function, and it still works to build attendance and excitement. In recent times the clamour for the development of tourism/event activities has been unprecedented. Marshall Neo-Classic theory stipulates that, there is no exploitation in business platform, entrepreneurs profit depends on their dedication and knowledge as an important factor. There is need to get the right participant in the event exhibitions. Entrepreneurship is another catalyst for economic change which will lead to innovation.

Hospitality industry is made up of those businesses that offer accommodation, food, business services and entertainment. Marketing in the hospitality industry is customer oriented where the purpose of the business is to create and maintain profitable customers and satisfaction leading to profit as the central goal of hospitality marketing. (Lynn, 2005 and Bassegy et al; 2011).

The Gaps

Kirtzner, (1997), states that understanding the market is the key to being successful entrepreneur and **Shaw, (2004)**, points that entrepreneur have traditionally been perceived as innovators based on the economic development perspective which aligned to **Schumpeter, (1934)** postulation of an entrepreneur but **Marshall, (1948)** history has a divert theory, which stipulates that, there is no exploitation in business platform.

Alexandru L.M (2013), concludes that critical decision and challenge for the sport business is how to strategically combine the four Ps to best satisfy the consumer, meet company objectives, enhance market position and for competitive advantage.

The study indicates that the theory has significant relationship with event marketing and entrepreneurial development based on the knowledge and innovation in every business.

Government and organizations can adapt to the theories in this study as a decisions to improve the economy.

Outcomes

From the study event as product/services has a positive strong and significant relationship with the establishment of new business in South-South zone of Nigeria. New business such as groceries, hotel businesses, restaurants tourism product supplies and production, crafts making/arts, conference, seminars, festivals and trade fairs etc. The significant relationship is in line with Lynn (2005) and Alexander (2013), who are of the view that the point of origin for distributing an event product/services directly attracts entrepreneurs. Entrepreneurs are known to move to event location for business operations. Previous studies (Eja et al; 2011, Bichaka et al; 2007, Amalu et al, 2012 and Ahmed et al; 2011) are positive that new businesses or business opportunities are enhanced from event activities, price determination is associated in new business in event marketing which have impact on profit margins, supply, demand and marketing strategy (Purely branded, 2013) in South – South Zone of Nigeria.

There is a strong relationship existing between promotion and new businesses. New businesses cannot manifest if there are no communication which is entrepreneur's source of information. Information triggers entrepreneur's involvement in an event product/services. Event marketers use promotion tools that appeals to their target audience to trigger urge for participation in the product (Alexandra, 2013). Finally, on tourist inflow, the secondary source analysis revealed that product; price, place, promotion have better value, and the other marketing has strong effect on employment opportunities. Entrepreneurship in South-South zone of Nigeria can be linked to event marketing.

CONCLUSION AND RECOMMENDATIONS

Based on the findings, I therefore concluded that; the study has established that events have a positive and strong relationship with employment generation, new businesses, tourist inflow, empowerment of the disadvantaged segment of the population includes women and the poor, such events as yearly festivals, tourism activities, trade fairs, sports festivals, carnivals, music concerts, seminars, conferences, exhibitions, trade shows, social medias, summits, round tables, virtual events, hybrid events etc. Can tremendously influence the employment status of the people (Ahmed et al, 2011, Eja et al, 2012 and Felix et al; 2008). Event marketing is experimental marketing as well as communication (Pull) strategy used to commence the consumer to purchase the product. It allows the consumer to be full participant of the product thereby give judgement from the study, marketing is a powerful information tool, and it creates opportunity for awareness, thereby influencing the society to the discovery of entrepreneurial opportunities. It is an innovative source that urges the entrepreneur to develop new better ways of business services and product. New business, employment opportunities and tourist inflow and promotion among the 4ps used for this variable for the study remained very strong and vital, with the theoretical implications for assessment in event marketing in hospitality industry and other institutions. Event is an innovation in the world's recent economy in line with Schumpeter's theory of innovation and Kirzner's theory of Alert.

Entrepreneurship has been a major catalyst of economic development, it is responsible for gearing growth, and it is a vehicle for innovation and change in the economy (Stephen et al, 2006). Event and tourism industry in particular has many linkages; some links may encourage small and medium sized enterprises (SMES). Event marketing is another way of resuscitating the economic well being of a state. The study covers the economic activities in South-South zone of Nigeria.

1. Base on the conclusion I therefore recommended that;

1. Government should create an enabling environment for its people through technological infrastructural development; so that its citizens can have an inducement to convert their inbuilt talents to something.
2. We as a person should not wait for government alone, we should be transformative, innovate like China, who started from small scale to become captains of industry.
3. Government should support by issuing grants through its policies to entrepreneurs
4. Events should be sponsored by companies, institutions since it significantly affects the commercial activities of the South-South region of Nigeria.
5. There should be sensitization and workshops especially in our rural areas about the impact of event marketing and entrepreneurship development so that those that are not employed can do one thing or the other in times of such events because event marketing significant effects on the employment opportunities.
6. Government should encourage the event marketing in other to increase the tax growth of the economy hence there is a significant relationship between event marketing and new business.

REFERENCES

- Ahmad J., Somaye S. and Soraya S. (2011). Tourism and Economic Growth in Developing Countries:P-VAR Approach. *Middle-East Journal of Scientific Research*.
- Ajake A. O. and Amalu T. E. (2012). The Relevance of Tourism on the Economic Development of Cross River State, Nigeria. *Journal of Geography and Regional Planning*.
- Alexandru, L.M. (2013). Sport Marketing Mix Strategies. *Cross-Cultural Management Journal*.
- Amalu T. E. and Ajake A. O. (2012). An Assessment of the Influence of Calabar Carnival on the Economy of the Residents of Calabar Metropolis, Cross Rivers State, Nigeria. *Journal of Economics*.
- Andy, M., Dan, F. and Daniela, Z., (2004) Outdoor and Experiential Learning: An Holistic and Creative Approach. Books.google.com.ng/books ISBN=056608628X
- Anjan, K. B., Rishi, B.D and Priyata, C. (2012). Eco-Tourism Potentials at Tinsukia and Dibrugarh Districts of Upper Assam: Some Observations. *Paripex Indian Journal of Research*.
- Anyadike N., Emeh I. and Ukah F. (2012). Entrepreneurship Development and Employment Generation in Nigeria: Problems and Prospects. *Universal Journal of Education and General Studies*.
- Aulia, S. and Rastogi, P. (2015). A Conceptual Paper on Heritage Tourism in Sultanate of Oman.International *Journal on Managerial Studies and Research*.
- Ayeni, D. and Ebohon, O. J; (2012). Exploring Sustainable Tourism in Nigeria for Development Growth. *European Scientific Journal*.

- Bichaka F., Christian N. and Badassa T. (2007). The Impact of Tourism on Economic Growth and Development in Africa. *Department of Economics and Finance Working Paper Series*.
- Carnival (2012) Rivers State in Destination Marketing Efforts. www.thisdaylive.com
- Carree, M. A. and Thurik, A. R. (2002). Impact of Entrepreneurship on Economic Growth. *International Handbook of Entrepreneurship Research*.
- Chai, L.G. (2009). A review of marketing Mix: 4ps or more? *International Journal of Marketing Studies*.
- Demand, M. (2013). How to Guide-fundamentals of event marketing. www.howto.com.
- Dorothy R., and Rita N. (2012). Product Diversification for Sustainable Tourism Development: Exploring the Strengths and Challenges of Kisumu Region, Kenya. *European Journal of Business and Social Sciences*.
- Eja, I., Out J.E., Yaro M.A., and Inyang I.O. (2011). An Assessment of the Relevance of Christian Festivals in the development of Sustainable Hospitality in Calabar City. *African Journal of Social Sciences*.
- Ercan, E. (2013). Event Marketing in a Nut Shell. kandu-marketing.com.
- Ezeyelue, A.C., Ogwo, E.O. and Nkamnese, A.D. (2008). *Basic Principles in Managing Research Projects*. and ed. *Aba: Afritower Limited*.
- Ezirim, A. C., (2018). *Digital Business Review and Content Marketing Technique*.
- Frank, H. and Althoen, S.C. (1994). *Statistics: Concepts and Applications*. UK: Cambridge University Press.
- Fubara, B.A. and Mguni, B.S. (1995). *Research Methods in Management*. London: Minerva Press.
- Hult, G.T.M., Snow, C.C. and Kandemir, D. (2003). The Role of Entrepreneurship in Building Cultural Competitiveness in Different Organizational Types. *Journal of Management*, 29 (3), 401-426.
- Huseyin, k., Mehpare, T. A., Metin, A. (2011). Special Event Management and Event Marketing: A Case Study of TKBL All Star 2011 in Turkey. *International Journal of Management*.
- Igwe, S.R. (2012). Factors Influencing University Lecturer's Patronage and Usage of GSM Services in South-South Nigeria. PhD Thesis, University of Port Harcourt, Port Harcourt, Nigeria.
- Imikan A. M. and Ekpo, K. J. (2012). Infrastructural and Tourism Development in Nigeria: The Case Study of Rivers State. *International Journal of Economic Development Research and Investment*.
- Joseph, L., (2013) The 4Ps of Marketing. <http://www.gamedev.net/page/resources/>
- Jyostana S. (2007). Entrepreneur and Entrepreneurship. www.du.ac.in/fileadmin/DU/Academics/course-materials.

- Kayode, O. (2012). Towards Economic Diversification and Sustainable Development. www.businessdayonline.com.
- Kirzner, I. (1973). *Competition and Entrepreneurship*. Chicago: The University of Chicago Press.
- Kotter P., Bowen J. I. and Makens C. J. (2010) Marketing for Hospitality and Tourism. 5th ed. New York: Pearson Educational.
- Leonard, H. H. (2002). *Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions*. London: John Wiley and Sons, Inc.
- Liao D. and Sohmen P., (2001). The Development of Modern Entrepreneurship in China. *Stanford Journal of East Asian Affairs*.
- Lynn, W. W. (2005). *Event Management for Tourism, Cultural, Business and Sporting Events*. Australia: Pearson Educational.
- Marta P., Emilia V., Isabel N. and Elvira V. (2006). Entrepreneurial Development and Economic Growth. *Global Journal of Human Social Sciences*.
- Mckercher B. (2003). Sustainable Tourism Development Guiding Principles for Planning and Management. *Seminar on Sustainable Tourism Development, Kyrgystan*.
- Oladele, P.O, Akeke, N. I and Oladunjoye, D (2011). Entrepreneurship Development: A Panacea for Unemployment Reduction in Nigeria. *Journal of Emerging Trends in Economics and Management Sciences*.
- Ontario, W., Caree, M.A. and Thurik, A.R (2002). The Impact of Entrepreneurship on Economic Growth. *International Handbook of Entrepreneurship Research*.
- Onuoha, A. O. and Ogbiji, C. N. (2005). Marketing Recipes for Popularizing and Creating Acceptance for Government Policies and Programmes in Nigeria. *International Journal of Research in Business Studies and Management*.
- Prakash K. and Ricky S. (2010). Mega marketing on Event using Integrated Marketing Communications; The Success Story of TMH. *Business Strategy Series*.
- Raj, N. S. and Deepika U. (2010). Dimension of Indian Culture, Values and Event Marketing Implications– An Analysis. *Asian. Journal of Tourism and Heritage*.
- Randall G. (1998). Entrepreneurship and Economic Growth. *Journal of Australian Economics*.
- Ranjan R. (2012). What are the Theories of Entrepreneurship. <http://www.alloutdigital.com>.
- Sam, A., (2013). What is the Right Marketing Mix for Event Marketing. <http://smallbusiness.chron.com>.
- Seetanah, B., Juwaheer, T. D., Lamport, M. J., Rojid, S., Sannasse, R. V. and Subadar A. U., (2011). Does Infrastructure Matter in Tourism Development? *University of Mauritius Research Journal*.

- Selin, S. (1999). Developing a Typology, of Sustainable Tourism Partnership. *Journal of Sustainable Tourism*.
- Shane, S. and Venkataraman, S. (2000). The promise of Entrepreneurship as a field of Research. *The Academy of Management Review*.
- Stephen J. and Joanne C. (2006) *Tourism: A Modern Synthesis* 2nd ed. Thomson Learning.
- Sule, M. (2013) The Role of Entrepreneurship Education on Job Creation among Youths in Nigeria. *Academic Journal of Interdisciplinary Studies*.
- Teagan, A., Jodie, C., and Steve, G. (2013). Branded Marketing Events: Facilitating Customer Brand and Engagement. *7th International Conference of the Academy of Wine Business Research (AWBR)*,
- Una, O.O. (2007). Understanding Migrants' Remittances; Evidence from the U.S. – Nigeria Migration Survey, www.imi.ox.ac.uk/pdfs/researchprojects...migrations/una-osili-amai-op.
- Usher, L and Morais, D. B. (2010). Women's Human Agency and Self Determination in Guatemalan Tourism Development. <http://cnr.ncsu.edu> Hall and page.