

Building a communication strategy across the event بناء الإستراتيجية الاتصالية عبر الحدث

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Abstract:

This research paper aims to identify event communication as one of the communication techniques that seek to embody a communication strategy through which the organization can achieve its goals, by finding out what the event communication strategy is and how the organization can build it in a way that ensures good organization of the event.

Where the results of the study showed that the process of organizing it requires effective strategic commitment to the various stages, whether in terms of design, organization or in terms of managing the process. Obstacles that would make the event an uncertain process, so it is necessary to identify appropriate alternatives to remedy the obstacle that may encounter the event process.

Keywords: Strategy; Communication strategy; event; Event communication; sponsorship; enterprise image.

ملخص:

تهدف هذه الورقة البحثية إلى محاولة التعرف على الاتصال الحدثي كأحد التقنيات الاتصالية التي تسعى إلى تجسيد استراتيجية يمكن للمؤسسة من خلالها أن تحقق أهدافها، وذلك بالوقوف على ماهية الاستراتيجية الاتصالية الحدثية وكيف يمكن للمؤسسة أن تقوم ببنائها بطريقة تضمن لها التنظيم الجيد للحدث.

حيث أظهرت نتائج الدراسة أن عملية تنظيمها تقتضي الالتزام الاستراتيجي الفعال لمختلف المراحل سواء من ناحية التصميم أو التنظيم أو من ناحية إدارة العملية، فهو يتطلب التخطيط الجيد لضمان التنظيم المناسب الذي يلفت انتباه الجمهور وتعاطفه وبالتالي يحقق أهداف المؤسسة، لكن عليها أن تضع في اعتبارها العقبات التي من شأنها أن تجعل من الحدث عملية غير مضمونة، لذا لابد من تحديد البدائل المناسبة لتدارك النقص أو العائق الذي قد يعترض العملية.

الكلمات المفتاحية: إستراتيجية؛ إستراتيجية الاتصالية؛ اتصال حدثي؛ حدث؛ رعاية؛ صورة المؤسسة.

I. Introduction:

The complexity of the social and economic environment in which institutions operate has played a role in the emergence of a new competitive environment that has overturned traditional competition standards and has imposed on them the need to reconsider their role and position in this environment. In order to develop its capabilities and capabilities, it should have adopted integrated communication and management activities that would enhance its institutional and relational role in order to ensure its survival and sustainability.

Institutions, therefore, have taken care of communication as a vital area to help them develop their social and institutional relationships, to create themselves as a social entity with a modern communication, culture manifested through strategic communications practices that respond to a new reality in today's institutions.

One of the most important of these is event communication, an institutional communication technology used by the organization to achieve its commercial or institutional objectives, through which it seeks to pass a specific message for a specific purpose, either to improve its image or Enhance its reputation, to promote its products and services or even to raise the sense of belonging to its employees. In a way that interests its audience and sympathies, It should therefore invest in this tool and integrate it into its communication strategy, and even in the overall policy of the enterprise, and take into account the needs and aspirations of its public in order to achieve public satisfaction on the one hand and the goals of the institution on the other hand.

The organization often uses the event to reinvigorate its relationship with its customers, whether it is an exhibition or an evening... One of the strategies used by the Foundation to introduce itself, its products or services, and thus increase its popularity among its customers through its dynamism and dynamism, it provides a promotional opportunity to keep pace with the rapid and renewable changes in the performance environment of the enterprise.

Since event communication is a strategic tool for achieving the goals of the organization, whether by participating in pre-existing events or specifically organized events, it was necessary that its organization be subject to the effective strategic commitment of the various stages and procedures to be followed, To work to provide strategic ground based on a description of the situation and potential of the Organization, as well as to analyze its environment to identify the opportunities it offers to acquire and the difficulties it poses to avoid them.

But building an event communication strategy does not necessarily mean the success of the event, and its organization may face a host of difficulties that may make the event an uncertain process

. The following question can be asked: How does the institution build its communication strategy through the event? what are the most important bits that might prevent its success?

II. Conceptual Introduction:

1. Concept of communication strategy:

The concept of communication strategy has often pointed to the following equation: What the Organization wants to do? - what the Organization has? - what the Organization can do? (opportunities). (عواج، 2020: 233) That is, the strategy requires 3

elements, expected objectives, available possibilities and opportunities. In formulating it, therefore, the institution should define its objectives carefully under its available potential and the opportunities provided by its environment to be acquired.

It is also defined as the organization's plans and activities, which can be developed in a way that ensures a degree of conformity between the message and the environment in which it operates effectively and efficiently. (حفصي، 2016 :19) Or they are the sum of the major choices and orientations that are dominant in the medium and long term, in order to develop and balance the organization with its surroundings. (حجاج، 2010 :45)

It is an expression of the skill of management and planning, or of practical means leading to the achievement of the desired objectives. It is the general plan for the communication policy of the enterprise or organization, a medium- or long-term overall project that sets goals and chooses the means. (حفصي، 2016 :21-23) The strategy is therefore a tool for achieving the goals of the enterprise by relying on the various means and methods that are usually carefully chosen, so the enterprise should take into account the needs and aspirations of its environment at every stage of its construction.

They are the art of guiding and coordinating the activities needed to achieve the goals of the organization, including setting goals, target audience, message, setting organizational communication goals, choosing the right means, creating a communication plan and setting a communications budget. (عواج، 2020 :236)

The French Association of event Communication and Strategic Business Tourism Consulting agencies, defines communication as the one that determines whether communication with the event is necessary or not, and how we can identify and construct this event. (حجاج، 2010 :45) The organization, through the event, is trying to pass a message to achieve certain goals, often around improving the organization's image, enhancing its reputation, increasing its sales, highlighting the characteristics of its products and services to as many audiences as possible or unifying its employees, It is a strategic area that requires profound analysis of the various variables and factors that enable the organization to achieve its objectives, so it requires effective strategic thinking to achieve them.

2. The Event communication concept:

This type of communication has been called several names, including: event communication, or contact via / through / or via the event, or Communication outside the media. (رقاني، 2017 :114).

Event communication is a means of communication outside the media, used by the organization to organize an event, often in the form of salons, festivals, conventions, awards or car racing, road shows, interactive stations and video conferences.... (Saucin, 2012 : 140) This event is often achieved by a specialized agency called the juvenile agency, and can be achieved internally by the contact department of the institution, or by volunteer associations. (Babkine, & Rosier, 2011 :02)

From the above, it can be said that event communication is a communication organization that aims at mobilizing the greatest number of audiences in order to pass a message, this organization is either by the same institution or by using specialized agencies called the event agencies. The company can activate its sales, promote its brand, improve its image and enhance its reputation.

“Parrainage” A general term that includes the activities of care and charity, and each technique that represents the use of the event of any kind, is present or created specifically. A communication system implemented by the organization, in order to link its name or the name of the mark to an event of a social or cultural nature. (Boistel,

2005: 27) Many researchers call parrainage both Sponsoring and Mecenat philanthropic works, but there are also those who provide a definition of each, through which they can be distinguished.

Charitable works are defined as financial or material support, free of charge from the beneficiary, for activities of public interest, their long-term objectives and are not attracted to the Organization's image. Care refers to short-term specialized operations whose objectives are related to sales promotion. (Saucin, 2012: 141,142) There are those who believe that care is related to sports and charitable activities, some are considered a matter of motivation, care is more related to achieving profitability.

In some cases there is a question of time, and charitable works have more and more devastating effects, there are those who believe that the main difference relates to the expected targets. (westphalen, 1998 : 327) There is a distinction between them through the strategy that the organization can adopt:

- A communication strategy that aims to have a competitive advantage for the enterprise: It has citizen objectives and the organization is looking to anticipate its products.
- An appropriate strategy aimed at enhancing the image and reputation of an organization: Its objectives are purely citizenship, and the business motive is not present or at least hidden (Boistel, 2005 : 40)

The company, through its support for an event, is either looking to promote its products and activate its sales, its objectives are more commercial in nature, and it is related to sponsorship, or it is looking to improve its image and enhance its reputation, i.e. To achieve more institutional than commercial objectives and so-called charity. However, this does not mean that the charity is not seeking to achieve commercial goals, but these are usually not visible. The lack of direct pay is the main point of the difference between care and charity, which means a secret presence in the event and its media exploitation, and thus this kind of care is more closely aligned with institutional communication in a medium- or even long-term perspective. (Douar, 2015:68)

Thus, Event communication has a wider range of simple commercial interests, leading to a positive image of the organization's prestige, increased emotional capital, public confidence and enhanced internal cohesion of the staff. (Boistel, 2005 :28) There are those who add the relational objective, that is, the event allows the institution to strengthen and strengthen its relations. (Saucin, 2012 : 142) through the event, the Foundation can establish relationships with various actors and partners, shareholders and journalists... These relationships can serve as opportunities for the organization to achieve its goals.

III. Building up the event communication strategy:

The connection to events has been the subject of increased investment, and consists of the design and organization of a company-related event or one of its brands that is likely to attract public interest and sympathy. (Douar, 2015:29) The process of creating the event is something that is rarely prepared in an spontaneous way, and the first objective of its creation remains to pass a message. It is the juvenile enterprise, for there is no doubt that an event is organized without a goal or a communication. (Babkine, & Andrien, 2011: 07)

The organization of an event is not a simple matter, but it is carried out according to organized stages to be followed, a process that requires effective strategic

commitment, according to a communication plan that usually includes: Defining the objective of the event communication process ,Select target audience, select communication channels and formulate message, followed by implementation and follow-up. Thus, to formulate a successful communication strategies, a description of the state and potential of the Organization will require identifying its strengths and weaknesses to be remedied, In addition to analyzing the environment of the organization to determine the opportunities it offers to be acquired and the difficulties it imposes to be avoided, then the objectives expected will be determined.

The company is working on a communication strategy that takes into account the data on the external environment, as well as the information and means of the private enterprise (structures products, services and individuals) as information sources that contribute to the provision of a strategic communication building ground. (دليو، 2003: 91) Therefore, it represents the bridge between future vision and results, as any failure to reach results or achieve the future vision is a real mistake on the part of effective strategic commitment. (فلاق، 2013: 47)

Since the event preparation process is at the stage of the formulation of the communication strategy, it was necessary to take place through stages that are usually shortened in the research phase, planning and implementation,, and each of these stages in turn includes a set of actions that can be summarized as follows:

1. The research stage: There is a so-called diagnostic phase, through which internal and external information is collected and analyzed to make the relevant decisions of the company, product or team to better achieve communication objectives.. (Douar,2015:72) In the sense of diagnosing the communications needs through a process of characterizing the internal environment of the enterprise (its strengths and weaknesses), external (opportunities and threats), and collecting information that will help us make the appropriate decisions to achieve the expected goals.

It is to describe and diagnose the status of the institution, by analyzing its forms of communication and the shortcomings of each communication, as well as the binary analysis of the target audience and the message addressed to it ,also It is an evaluation study of the organization that contributes to choosing the appropriate strategy for it. (حفصي، 2016: 29) The results of the diagnosis are used as a key determinant in the communication process, and this information can be used to illustrate the overall state of the organization's relations with its audience, The diagnosis of the problems that these relationships face in the design of realistic Communication policies suitable for the objectives of the enterprise, and so on in the planning and programming of strategies to serve these policies. (دليو، 2003: 93)

2. The planning or thinking stage: After collecting the information needed to make decisions about the communication process, an appropriate plan is developed that can be translated into practical tactics that are consistent with the organization's goals and capabilities. Through this stage, the objectives of the organization are defined, and the status of its internal and external target audience is diagnosed, This stage carries all the goals of the organization's expectation in its surroundings and distinguishes It from its competitors through its products, services or communications, as well as identifying the target audience and choosing the right message to influence it. (حفصي، 2016: 29)

-Identify goals: What are the project objectives? By answering this question, the company appreciates its needs and chooses options that allow it to achieve its goals, the latter is usually reputation, image, information, etc. so the targets must be measurable (quantitative/qualitative), achievable and within a specified period. (Douar, 2015:74)

When planning the event from the ground up, quantitatively and qualitatively targets can be pursued more effectively, and elements that can be identified as a primary goal are: Number of new members of the event's social networks, number of guests to reach, number of sales, business number... ..(Babkine& Rosier, 2011 : 09)The overall goal of creating an event remains to deliver a message to the audience the organization wishes to communicate with, either to enhance its reputation, to improve its image, to increase sales or to motivate its workforce.

-Defining the target audience:Target audiences are intended groups of people who are targeted by communication efforts that we want to influence their attitudes and behavior, and the overall interventionist, these audiences may be internal, external, intermediate or interventionist.(عواج، 2020 :247) the more accurate the goal, the clearer the message and the easier-to-identify place of the event.(Babkine& Rosier, 2011 : 27)

It is one of the most important steps of the communication process, in which the size of the audience is determined and classified into categories, in order to properly plan and reach the audience more effectively, defining the goals of the organization and selecting its messages and what its official spokesman is to be commensurate with the nature of the audience and its quantitative and qualitative characteristics. (دليو، 2003 :133)It is necessary to research potential audience privacy and search can be done by social, psychological or behavioral criteria, which will allow understanding and targeting of the target audience to target activities and select content, which will effectively reach all types of participants to achieve the expected impact. (Douar,2015:74)Defining the characteristics of the target audience and its communications habits helps to choose the right means of communication to achieve the desired goals.

-Selection of props and communication technologies:The organization conducts communication through the event through four techniques: Contact with the press, public relations, advertising campaigns and internal communication, which do not take the same tactic, if you participate in an event that already exists, the credibility of the activity is guaranteed, but if you create it specifically, it will face a lack of credibility on the part of the public and journalists and therefore focus on promoting the event(.westphalen, 1998 : 362)

Therefore, in light of the means of communication provided by the event, the organizers of the event must choose between them according to the nature of the event organized, the nature of the target audience, the content of the message that will achieve the desired effect and thus achieve the expected objectives. Therefore, strategies are translated into techniques with the choice of pillars that help achieve the goals set, this stage allows the choice of how to coordinate the various efforts and means that increase the possibility of influencing the knowledge, trends and behaviors of the target audiences while making strategies more practical. (عواج، 2020 :249)

However, in most cases the organization uses external competencies that today suggest the contact mix offers for the 360-degree, comprehensive and general plan that assesses the roles of each of the different communication tools and brings them together to achieve consistency and efficiency. (Douar, 2015:44)The connectivity mix refers to the integration of the various technologies and pillars of connectivity in a consistent manner, allowing for the intensification and consolidation of efforts to achieve the desired impact as efficiently and effectively as possible.

Thus, the choice of pillars is made by excluding the means that are not available, in a realistic way based on experience and on quantitative criteria (the degree of

coverage of the target audience, the possibility of repetition, selectivity, cost...) and other qualitative (the probability of recognizing the message; The age of the message..), and generally a basic medium are maintained that is integrated with other media in order to improve the results. (Douar,2015 : 47)

-Message formulation : After determining the means and pillars that can be used, messages can be designed, taking into account the importance of each rotation around the communication axis that has been chosen, it represents the guiding focus of communication schemes and the main idea of messages, it is a psychological factor that has the greatest ability to make desired behavioral changes. (عواج، 2020 :249)

The wording of the message is also the technical translation of the communication objective, linked to the characteristics of the target audience, which requires that the message be appropriate. It is to determine what needs to be said to elicit the response required from the recipient, and it can be linked to rational, psychological and social rewards that consumers can receive from consuming a commodity. (Douar, 2015:44) Therefore, the event content should be simple, understandable, and acceptable, to be a target audience's interest, so that it is consistent with its needs and requirements to create the desired interaction and impact. It involves a creative idea through which the attention and interest of the recipient can be drawn, especially in the light of the modern technologies that allow for more interaction with the event in a way that leads to desired behavior.

The content of the message, size, color, tone, are all factors that affect perception, so to attract attention we can use humor and love characters or use popular music, while resorting to fear, shame and guilt when it comes to the content of the security belt or to the cessation of smoking, and in both cases a reliable spokesman is relied upon to enhance the effectiveness of the message. (Douar, 2015:44) Choose a strategy that is aligned with the nature of the content and the target audience.

-Organizing the event: The event is often the ideal equation between four constituents and structural elements: The context of the event, the Sinography, the contractor or event handler and a budget. It is essential that there is an ideal balance between these elements, which are perfectly coordinated logistics so that all the media that make up the event come together in the best possible way to create the best synergy (Christophe,2017:37) However, these elements do not mean the absence of a set of processes that the institution should not omit, and therefore the design of the event requires consideration of the following actions:

- **Cooperation or non-cooperation with a juvenile agency:** The field of events has become more professional, with companies employing telecom managers or calling on routing agencies to make the most of this rich and flexible tool. (Douar, 2015 :72)

Many of the definitions that dealt with the concept of modern communication indicate that it is a technique used by the institution itself or that it resorts to the use of modern agencies. Especially when it comes to organizing a major event that requires expertise in the organization of events, and therefore the institution must determine whether it will be charged with organizing the event. The agency of the event must be able to do everything at the same time, in consultation, design and innovation. The relationship between the advertiser and the agency assumes that it is based on confidence, and over time depends on the quality of advice, the creative importance, and, to a large extent, on the strategic and confidential information shared between the two parties. (Douar, 2015:72)

- **Choose an event type :**It is important to choose the type of event that best matches the goals you've set, and the message you'd like to deliver to your audience. (Babkine& Rosier, 2011 : 10)

At this point, the most appropriate event for the set of goals is chosen, and what content, brand, product, service, or action do you want to promote? Is this event specifically created or is it a review of an event already in existence... In short, he described the event in a few simple words. (Douar,2015:74)After the organization has defined its goals and the audience it targets, it is clear what kind of event it wants, does the organization want to improve its image and reputation? Or to increase the volume of their sales? Or do they want to unify their employees? And so on.

- **Choose the location of the event:** The choice of venue is the cornerstone and a determinant of the rest of the event's organization, and to ensure that it is available it is necessary to plan the reservation, among the elements that are used to locate the event before making the decision:Reception capacity, prestige, accessibility... You should choose where to fit your target audience and the type of programmed event, the goal is to find a quality, accessible, equipped, adapted to your needs, Perfect and at an attractive price.(Babkine& Rosier, 2011 :21-23)It is always advisable to visit and check the sites The level of services, atmosphere and costs before decision-making (Douar,2015 :75)

- **Choose the appropriate time:** The event process requires pre-preparation and is not up to the concept of a professional event, as the success of the event depends to a large extent on the extent to which it is prepared in advance to ensure its success.Choosing the right time is to create a calendar that allows for a harmonious work of all phases of the project, so that it is ready to start on time, generally preparing 6 months to a year before the event date is the right time to ensure proper organization. (Douar, 2015:74)

In determining the date of a project-based event, consider the dates of events that its competitors will organize, choose a date that is appropriate for the times of its audience to ensure they Presence, address topics that interest the target audience and meet their aspirations to create the desired interaction... It is one of the most important factors in the success of the event.

Therefore, it is necessary to make an evaluation of the dates in order to determine the date that ensures the maximum participation rate and the achievement of the goals, to do so must take into account different factors: Competing events, topics, season, days of the week, costs incurred, availability of places and project team. (Douar, 2015: 75)

- **determine the legal obligations:** The organization must identify the area in which it is active by looking at all the conditions, measures and actions to be taken, to ensure that the project is well conducted.It is not possible to organize an event without the minimum procedures to be taken from the required licenses, and it is necessary to know all these actions and respect them because they are Mandatory, formalities may vary by event type, but this does not prevent them from being involved in each event.(Douar,2015: 75)Therefore, the event must comply with certain obligations such as the obligation to advertise the event, with the insurance and consent to the place where the event will take place. (Harylsky& others, 2001 :34)They should announce the event to the relevant parties to maintain good order in the places where the gatherings are to be held, and be aware of the various conditions, security measures, etc. (Douar,2015: 76)

- **Formulation of the brief:** the brief in the event is the starting point of the project, where the customer reveals their need to organize the event, containing all the

key information to know: Preferred format, number of guests to invite, the date of the event's execution and the budget expectation for the event. (Christophe,2017:27,28)

In the book of Babkine Anthony & Rosier Andrien "successfully organizing an event", a very simple way to develop the context of the future event was found to be effective and quickly achieving the framework of the project. QQQQCCP equation identifies 7 elements: Who? What? Where? When? How? How much does it cost or cost? Why? In response to these elements, the specifications of the event are carefully defined and allow for the identification of the features of the event process, thus determining the course of the team's work, thus facilitating its tasks and moving in the same direction. (Babkine & Rosier, 2011 :16)

So the brief should provide real content and real added value to create a concept that fully meets the equation of the event, and in all this we should think in terms of profitability, there is no point in presenting the smartest ideas if their implementation does not preserve their margin, i.e. providing a creative and effective communication answer. With the best possible profitability and is the faith of any agency for events. (Christophe,2017:29) The summary allows us to move directly into the field, to translate what has been diagnosed and planned into practical techniques that accurately define the specifications of modern work, provided that it is within the capabilities and budget of the organization and at the same time achieves its expected objectives.

What is known as the rough : A photograph that shows the launch of the event in such a way that the customer imagines his project, so you prefer 3D films made from the space model and his cinographic, but these shows are expensive. Agencies investing in this type of media without warranty enjoy the project or any compensation if they lose. (Christophe,2017:30)

3.Implementation phase: After the diagnosis and goal-setting phase, these decisions must be implemented by allocating a budget that coexists with the capabilities of the organization, and by implementing it through a tight communication plan. (حفصي، 29 :2016)

The process of creating a project interim budget is necessary for a number of reasons, including whether a project can be achieved with a reasonable budget. Get a roadmap to track performance regularly, anticipate changes in costs and plan access to financial partners. (Douar Ghalem,2015 : 76,77) Among the main and expected information is the amount of the budget allocated to the event, in each creation event that can only be done within a specific framework to be valid, appropriate and effective. (Christophe,2017:27,28) The expected budget estimate for the event project should be in line with the objectives and financial capabilities of the enterprise by trying to adjust the cost of each element of the event and the procedures required by the venue, the decoration, technical and technical requirements, etc. Determining the budget available for the event allows the response to the process requirements as effectively as possible.

The process of carrying out the event also requires monitoring and evaluation, stopping at each stage and following up on the actions taken, so that the project-based person can correct the course of the process in case of any deviation from the juvenile process, so since the beginning of the project, the institution should develop a flexible plan that responds to changing circumstances. In a way that allows for appropriate modifications that are in line with the new circumstances.

Advertisers and communication agencies are also trying to measure the impact of the event using reliable tools, but this practice has not succeeded in obtaining a

consensus state that allows the event to contribute to its credibility. Some explain that planning for the event is an emerging tool that has not yet matured and is still under-professional, as the process requires technology to meet the challenges and benefits expected from the event. (Douar, 2015:81)

However, the results can be measured in terms of economic rules, but before this, the results must be measured in terms of image and reputation, i.e. how the event was perceived by the participants, this may include surveys, surveys or reactions to social networks. (فرج الله، 2019 :47)

Some indicators of success of the care process can also be noted: The public is a good effect of the success of the process, whether direct or indirect, the implications of the press for the act or activity of care, the presence at a site related to the care process measured by the number of clicks ,Visit duration, page views, a form of a quantity that can be placed across the line on the site, the development of the sales curve as a result of the sponsorship process etc..(Saucin,2012:143)Therefore, the contact official should carefully evaluate its effects, or so-called communication audit, in order to better justify the successive investments made in the field of communication and appropriate decision-making, with the help of research centers (Douar, 2015:48)

IV. Bets of the Event communication:

Before beginning the sponsorship process, the organization must determine its position in terms of its identity, that is, evaluate the compatibility between the proposed activity, the type of activity and the internal culture of the organization, and determine its position in terms of competition or objectives. It needs to clarify the choices, whether it comes to the image, relational purpose or sales. (Saucin,2012:142)

Care as a the Event communication technology is a vital area and strategic tool, through which organizations pursue many objectives, including what is essentially marketing in promoting their products and services My organization, by improving its image and enhancing its reputation, or internally, is primarily about raising the sense of belonging of its employees, but its organization may face some obstacles that make modern communication an uncertain process. The event process requires the introduction of amazing creative ideas that will attract the attention and interest of the recipients, but within the capabilities of the organization.

However, it actually requires a large budget, so small entities have a great difficulty in taking advantage of this tool (Harylski& others, 2011:33), which may explain why most organizations resort to agencies to regulate this event on the one hand.On the other hand, we should think in terms of profitability, there is no point in presenting the smartest ideas if their implementation does not preserve their margin, i.e. providing a creative and effective communication answer with the best possible profitability and is the faith of any agency of events. (Christophe,2017:29)

As the Event communication is difficult to measure its effectiveness, it is difficult to determine the effects and benefits of event communication, so some organizations are careful and do not dwell on engaging in this type of communication. (Harylski& others ,2011 : 34),Especially if it comes to creating an event and not participating in an event that already exists, as the project can be rejected and unaccepted by the public because of lack of credibility, it requires a lot of boldness on the part of organizations to engage in this type of communication.

Some obstacles that can limit the success of an event can be added, such as some laws that an organization should consider, so the event must comply with certain obligations such as the obligation to advertise the event, with the mandate, to ensure and approve the place where the event will take place. (Harylski& others, 2011 : 34)

Some of the risks that the project may face may arise from misunderstanding or denial of care, especially when it comes to sponsoring social or technical issues, making it difficult to accept them compared to athletic, where sponsors are more easily accepted. (Boistel, 2005: 36)

Some external elements that can hinder the success of the event, such as the failure of the media to cover the event due to important events that require more coverage, or exceptional weather conditions, remain bad management of the event or certain risks, etc. (Harylski& others, 2011: 33,34)

There are those who add what is known as false care and consider it one of the event's bets and the dangers that can prevent it from succeeding. Its A technology or advertiser that is not approved by the event's beneficiaries, seeking to divert the attention of the event's audience to its benefit, through marketing techniques to restore the benefits of care, a technology that consumers do not realize because of lack of information or lack of knowledge about the rights associated with the sponsor's title and event organizer. He does not distinguish the unofficial advertiser from the sponsor. (Boistel, 2005:37)

V. Conclusion

From the foregoing, it is clear the Event communication is one of the institutional communication technologies that give organizations a new promotional opportunity for their products and services in the context of a competitive institutional context, which calls for a continuous modernization of effective communications media. Therefore, the event will require strategic ground, both in terms of design, organization and operation management.

It requires good planning to ensure proper organization that draws the public's attention and sympathy and thus achieves the organization's goals, but it must take into account the risks involved in the process, so appropriate alternatives must be identified to remedy the deficiencies or obstacles that may make the process.

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