

**FEATURES OF CONDUCTING A MARKETING AUDIT OF EVENT
MARKETING IMPLEMENTATION PROCESSES**

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Abstract. This study examines the features and significance of conducting a marketing audit of event marketing implementation processes in modern organizations. In the context of increasing competition and the rapid development of the service economy, event marketing has become an essential tool for engaging customers, strengthening brand positioning, and enhancing experiential value. The research aims to analyze the methodological and practical aspects of auditing event marketing activities, focusing on their planning, execution, and evaluation stages.

The study is based on a mixed-method research approach, combining theoretical analysis with empirical investigation. Theoretical foundations are derived from established marketing audit concepts and their application within Integrated Marketing Communications. Empirical methods include case study analysis, surveys, KPI-based performance evaluation, and SWOT analysis. The research identifies key features of event marketing audits, such as their process-oriented nature, integration with performance measurement systems, multi-dimensional evaluation, and emphasis on risk management and compliance.

Keywords: event marketing, marketing audit, integrated marketing communications, key performance indicators (KPIs), return on investment (ROI), customer engagement, brand awareness, digital marketing, SWOT analysis, risk management.

Introduction. In the context of intensifying competition and the rapid development of the service economy, organizations are increasingly relying on event marketing as a strategic tool to engage customers, strengthen brand positioning, and create memorable experiences. Event marketing—encompassing exhibitions, conferences, product launches, sponsorship events, and experiential campaigns—has become an integral component of integrated marketing communications (IMC). However, the effectiveness of such initiatives largely depends on systematic planning, execution, and evaluation. This underscores the growing importance of conducting a marketing audit of event marketing implementation processes.

A marketing audit is a comprehensive, systematic, independent, and periodic examination of an organization's marketing environment, objectives, strategies, and activities. When applied specifically to event marketing, the audit focuses on assessing how effectively event-related activities are planned, coordinated, executed, and evaluated in alignment with the company's overall marketing goals. It enables organizations to identify gaps, inefficiencies, and opportunities for improvement in their event marketing practices.

One of the key features of auditing event marketing processes is its process-oriented nature. Unlike traditional marketing audits that may focus primarily on outcomes, event marketing audits emphasize the entire lifecycle of events—from conceptualization and budgeting to execution and post-event analysis. This includes evaluating stakeholder coordination, supplier performance, logistics management, audience engagement strategies, and the use of digital technologies.

Another important feature is the integration with performance measurement systems. Event marketing audits rely heavily on key performance indicators (KPIs) such as attendance rates, audience engagement levels, lead generation, return on investment (ROI), and brand awareness metrics. These indicators provide a quantitative basis for assessing the effectiveness of event marketing activities and support data-driven decision-making.

Furthermore, the audit process incorporates a multi-dimensional evaluation approach, examining not only internal processes but also external factors such as market trends, competitor activities, and customer expectations. In today's digital era, this also includes analyzing the role of social media, virtual platforms, and data analytics tools in enhancing event outcomes.

The risk and compliance aspect is another critical feature. Event marketing activities often involve significant financial investments, contractual obligations, and reputational risks. Therefore, the audit assesses compliance with legal, ethical, and organizational standards, as well as risk management practices related to event execution.

Additionally, the audit emphasizes continuous improvement and strategic alignment. By identifying strengths and weaknesses in event marketing implementation, organizations can refine their strategies, optimize resource allocation, and ensure that event activities contribute effectively to long-term business objectives.

In conclusion, conducting a marketing audit of event marketing implementation processes is essential for ensuring accountability, enhancing efficiency, and maximizing the impact of event-based marketing initiatives. It provides a structured framework for evaluating performance, improving strategic coherence, and sustaining competitive advantage in a dynamic market environment.

Literature Review. The concept of marketing audit has been widely explored in marketing theory as an essential tool for evaluating the effectiveness of marketing activities and ensuring strategic alignment. Early contributions by Philip Kotler emphasize that a marketing audit should be comprehensive, systematic, independent, and periodic. Kotler highlights that such audits are not limited to performance evaluation but also include diagnosing structural and strategic issues within marketing systems. This theoretical foundation provides a basis for extending marketing audit principles to specific domains such as event marketing.

Subsequent studies by Malcolm McDonald further elaborate on the role of marketing audits in strategic planning and performance management. McDonald argues that marketing audits are crucial for identifying gaps between planned and actual outcomes, particularly in dynamic environments where customer expectations rapidly evolve. In the context of event marketing, this perspective underscores the need for continuous monitoring and evaluation of event-related strategies and execution processes.

The growing importance of event marketing as part of Integrated Marketing Communications has been discussed extensively in contemporary literature. Researchers note that event marketing plays a significant role in building emotional connections with consumers and enhancing brand experiences. According to Don E. Schultz, integrating event marketing within broader communication strategies ensures consistency and synergy across all promotional channels. This integration necessitates the development of specialized audit frameworks tailored to event-based activities.

From a process-oriented perspective, scholars such as David Jobber and John Fahy emphasize that effective marketing evaluation should consider the entire value chain of marketing activities. Applied to event marketing, this includes pre-event planning, resource allocation, stakeholder coordination, event execution, and post-event evaluation. Their work supports the idea that auditing event marketing requires a lifecycle approach rather than focusing solely on final outcomes.

Performance measurement in marketing audits has also been a central topic in the literature. Studies highlight the importance of Key Performance Indicators (KPIs) such as return on investment (ROI), customer engagement, and lead generation. Researchers argue that quantitative metrics should be complemented by qualitative assessments, including customer satisfaction and brand perception. This dual approach is particularly relevant in event marketing, where experiential value plays a critical role in determining success.

In recent years, the digital transformation of marketing has significantly influenced event marketing practices and their evaluation. Scholars have explored the impact of social media platforms, virtual events, and data analytics on enhancing event effectiveness. The integration of digital tools enables real-time monitoring, audience interaction analysis, and more accurate measurement of event outcomes. As a result, modern marketing audits increasingly incorporate digital performance indicators and analytics-based evaluation methods.

Another important strand of literature focuses on risk management and compliance in marketing activities. Researchers note that event marketing involves complex logistical arrangements, contractual relationships, and financial commitments, which increase exposure to operational and reputational risks. Therefore, marketing audits must assess compliance with legal regulations, ethical standards, and internal policies, ensuring that event activities are conducted responsibly and sustainably.

Finally, the literature emphasizes the role of marketing audits in fostering continuous improvement and organizational learning. By systematically identifying strengths, weaknesses, opportunities, and threats, audits provide valuable insights for refining marketing strategies. In the context of event marketing, this contributes to more effective planning, better resource utilization, and stronger alignment with long-term organizational objectives.

In summary, existing academic research highlights that the marketing audit of event marketing implementation processes is a multidimensional and dynamic practice. It integrates strategic analysis, process evaluation, performance measurement, digital transformation, and risk management, making it an essential tool for enhancing the effectiveness and sustainability of event marketing activities.

Research Methodology. The research methodology for studying the features of conducting a marketing audit of event marketing implementation processes is based on a comprehensive and systematic approach that integrates both theoretical and empirical methods. The purpose of this methodology is to ensure an in-depth evaluation of how event marketing activities are planned, executed, monitored, and improved within organizations.

Analysis and Results. The analysis of marketing audit practices in event marketing implementation reveals that organizations increasingly recognize event marketing as a strategic instrument for enhancing customer engagement and strengthening brand positioning. However, the effectiveness of these activities varies significantly depending on the level of planning, coordination, performance measurement, and post-event evaluation.

The results of the study indicate that organizations applying structured marketing audit frameworks demonstrate higher levels of efficiency and effectiveness in their event marketing processes. In particular, companies that integrate event marketing within Integrated Marketing Communications achieve better consistency in messaging, stronger brand recognition, and improved customer experience. This confirms that strategic alignment plays a crucial role in maximizing event outcomes.

From a process analysis perspective, the findings show that the most critical stage influencing overall effectiveness is the pre-event planning phase. Organizations that invest in detailed planning—such as defining clear objectives, identifying target audiences, allocating budgets, and selecting appropriate communication channels—tend to achieve higher

performance indicators. In contrast, insufficient planning often leads to logistical inefficiencies, low audience turnout, and weak engagement.

The KPI-based analysis demonstrates that successful event marketing campaigns are characterized by strong performance across several indicators. These include high attendance rates, active audience participation, increased lead generation, and measurable improvements in brand awareness. Moreover, organizations that systematically evaluate return on investment (ROI) are better positioned to optimize their marketing expenditures and justify event-related costs.

Survey results further reveal that audience engagement and satisfaction are among the most important determinants of event success. Participants value interactive experiences, personalized communication, and seamless event organization. Events that incorporate digital tools—such as live streaming, social media interaction, and real-time feedback mechanisms—show significantly higher engagement levels compared to traditional formats.

The SWOT analysis of event marketing implementation processes highlights several important insights. Strengths include the ability of events to create direct customer interaction and emotional connection with the brand. Weaknesses are primarily related to high costs, complex logistics, and difficulties in measuring intangible outcomes. Opportunities arise from the growing use of digital technologies and hybrid event formats, while threats include increasing competition, rapidly changing consumer preferences, and external risks such as economic instability.

In terms of risk and compliance, the analysis indicates that organizations often underestimate potential operational and reputational risks associated with event marketing. Issues such as supplier delays, technical failures, and non-compliance with contractual or legal requirements can significantly affect event outcomes. Companies that incorporate risk assessment and contingency planning into their audit processes demonstrate greater resilience and adaptability.

Another key finding relates to the use of data analytics in event evaluation. Organizations that utilize data-driven approaches—such as customer feedback analysis, behavioral tracking, and performance dashboards—are able to gain deeper insights into event effectiveness. This enables more accurate decision-making and continuous improvement of future event strategies.

Furthermore, the results show that post-event evaluation practices are often underdeveloped. While many organizations collect basic feedback, only a limited number conduct comprehensive analyses linking event performance to long-term business outcomes. This gap reduces the potential learning benefits of marketing audits and limits strategic development.

Overall, the analysis confirms that conducting a marketing audit of event marketing implementation processes significantly enhances organizational performance. Companies that adopt a systematic, data-driven, and process-oriented approach are better equipped to identify inefficiencies, improve resource utilization, and strengthen the strategic impact of their event marketing activities.

Conclusion. The conducted study demonstrates that a marketing audit of event marketing implementation processes serves as a critical instrument for improving the effectiveness, transparency, and strategic alignment of marketing activities. In the context of growing competition and the rapid evolution of the service economy, event marketing has emerged as a powerful tool for building customer relationships, enhancing brand image, and generating measurable business outcomes. However, its success largely depends on the existence of a structured and systematic audit mechanism.

The findings confirm that organizations applying comprehensive marketing audit practices achieve higher levels of efficiency in planning, executing, and evaluating event marketing

activities. In particular, the integration of event marketing within Integrated Marketing Communications ensures consistency in communication, strengthens brand positioning, and enhances overall customer experience. At the same time, a process-oriented audit approach enables organizations to monitor each stage of the event lifecycle and identify operational inefficiencies.

Based on the analysis, several key conclusions can be drawn. First, effective event marketing requires a clear definition of objectives, target audiences, and performance indicators at the planning stage. Second, the use of Key Performance Indicators (KPIs) and data analytics significantly improves the accuracy of performance evaluation and supports evidence-based decision-making. Third, the incorporation of digital technologies—such as social media platforms, virtual event tools, and real-time feedback systems—enhances audience engagement and expands the reach of event marketing activities.

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