

Research on the Cultivation Strategy of Event of City Image from the Perspective of Brand Image

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Abstract—With the rapid development of the convention and exhibition industry, the inheritance and promotion of urban culture has received increasing attention day by day. The cultivation of event of the city image has also transformed from the single appeal of improving the economic level to the composite appeal of common economic and cultural development. The essence of establishing the sound event of city image is indeed a branding process of urban convention and exhibition activities, which is the process of shaping the event brand combined with the industrial characteristics of the exhibition, market environment and field service and other factors. Through discussing the effects of event of city image cultivation, the paper analyzes the present situation of event of city image shaping, discovers the problems existing in the event of city image shaping process and puts forward the specific solution channels, so as to improve the event of city image and urban competitiveness.

Keywords—event city; image cultivation; event brand

I. INTRODUCTION

With the continuous maturity of the Chinese event market, as an important constituent part of the modern service industry, the growth pattern, marketization process and development condition of the convention and exhibition industry is experiencing tremendous changes, and the association between the event activity and city is becoming increasingly tight. A great majority of cities are putting great efforts to look for their own characteristics, explore the potential values of the present resources, especially attract and further integrate various resources in bigger areas through cultivating urban image or reshaping urban image, so as to contain the declining tendency of urban development, enable the city to rise once again in the new round of competition.

II. FUNCTION OF EVENT OF CITY IMAGE CULTIVATION

The current society has entered the image era. The image of a city decides the attraction of the city to people in some aspects. A comprehensive urban brand image will be helpful for displaying the city characteristics and enchantments, drive the development of the tourism industry, enhance the trust sense of the public to the government, and obtain external support and so on [1].

A. Being Helpful for Shaping the Event Brand of the City

A sound event of city image is able to be acknowledged by the people jointly. It can not only increase the confidence and positiveness of the event organizers and participants, but also promote the acceptance to the exhibition [2]. Meanwhile, a favorable event of city image will attract more and better exhibition enterprises to reside here, which will also bring products and services with higher qualities. It is not only conducive for the high-quality sponsorship of the brand exhibition, but also keeps on increasing the requirements on services and products on the contrary, and further promotes the development and progress of the exhibition enterprises. With such mutual interactions, a sound circulation will be formed, so as to ensure the construction and sustainable development of the local brand exhibition, improve the competitiveness of the convention and exhibition industry of the city.

B. Being Helpful for Expanding the Convention and Exhibition Development Scale

In recent years, the convention and exhibition industry has entered the pathway of rapid development. Both the quality and quantity of the convention and exhibition have been improved gradually. All these are benefited by the sound development environment and image foundation of the convention and exhibition industry, meanwhile, the convention and exhibition can also obtain good propagation effects, lay a good foundation for the communication of event of the city image, have the effect of bidirectional interconnection, and undoubtedly play a decisive role in expanding the development scale of the convention and exhibition industry.

C. Being Helpful for Introducing the Excellent Convention and Exhibition Talents

Excellent talents are the core force promoting the industrial development [3]. The professional convention and exhibition talents can play an essential role in the high-quality development of the convention and exhibition industry. For example, Guangzhou, Shanghai, Shenzhen and other first-tier cities have already possessed a great batch of professional convention and exhibition talents on the basis of sound event of city image, so as to guarantee the high-quality operation of a convention or exhibition from planning and

implementation. Providing more qualified and professional service to the convention and exhibition can naturally win good reputations. Therefore, more excellent convention and exhibition talents will certainly be attracted through cultivating a good event of city image, enhancing the influential force of the brand convention and exhibition, expanding the development scale of the convention and exhibition industry, and promoting the competitiveness of the convention and exhibition industry.

III. FACTORS AFFECTING THE CULTIVATION OF THE EVENT OF CITY IMAGE

It can't do without the support of the local government, better convention and exhibition service levels, more large-scale convention and exhibition enterprises, convention and exhibition stadiums with a certain scale if a district wants to cultivate a good event of city image [4]. The factors affecting the cultivation of the event of city image include the following contents:

A. Positive Policy Support

The positive policy support of the government is the main force promoting the event of city image construction. In one city or district, if the government pays high attention to the convention and exhibition industry, this will undoubtedly become the cardiac stimulant of the local event of city image cultivation. On one hand, emphasis can be given to the strengths of the local convention and exhibition industry in the process of publicizing the city image. On the other hand, the local convention and exhibition industry can be developed into the local pillar industry living up to its reputation with the energetic support of the government, so as to intensify the propagation strengths to the convention and exhibition industry.

B. Professional Operation Body

Professional operation subject is the guarantee of successfully cultivating the event of the city image, and is also the demonstration of the convention and exhibition service level. In the operation system of the modern convention and exhibition project, the professional operation body is an indispensable role. The quality and grade of one convention or exhibition service directly depend on the specific operators at the back of the convention and exhibition activities. Therefore, the professional operation body is an important factor ensuring the healthy, high-quality and effective development of the convention and exhibition industry.

C. Large-scale Convention and Exhibition Enterprises

The convention and exhibition enterprises are an important part of the convention and exhibition industry development of the city. The quality, development strategy, scale and management level of the enterprises play decisive roles in shaping the event of city image, so the convention and exhibition enterprises are also a vital factor affecting the event of city image cultivation. A large-scale professional convention and exhibition enterprise can upgrade the quality

of the convention and exhibition activities from the perspectives of convention and exhibition scheming, organizing, collaboration as well as the project service, quality and later investigation, so as to increase the satisfaction of the event participators. Therefore, the quality of the convention and exhibition quality plays an important role in the development of the local convention and exhibition industry.

D. Excellent Stadium Service

The service of the stadium is the foundation of a good event of the city image. Normally, famous event cities will have large-scale event stadiums as the support. Even in some cities, the large-scale event stadium can also become one tourist attraction, or the landmark building of the city. In addition, the modern infrastructure, geographic position, supporting service, stadium area and stadium function and so on of the stadium are important factors ensuring the successful sponsorship of a large-scale brand convention or exhibition, and more an epitome displaying the strengths and development degree of the convention and exhibition industry in a city.

IV. SUGGESTIONS ON EVENT OF CITY IMAGE CULTIVATION STRATEGY

The cultivation of the event of city image is a long-term process. It is not an easy job to advance both event industry development and image communication side by side. Therefore, it is not only required to consider the competitiveness of the local convention and exhibition industry, but also promote the event of city image combined the present economic development environment according to the characteristics of the event industry and event of city image communication.

A. Government-driven Strategy

City image construction is a group behavior, including the behaviors of the governmental departments, enterprises and public institutions, and all citizens. However, governmental departments still play the leading role. Because the implementation of the city image strategy requires the decision of the governmental decisions, the governmental behavior is the important constituent part of the city image. Government management runs through the whole process of city image. It not only consolidates the image, but also promotes the image. Similarly, in the process of cultivating the event of city image, the role of the government should also be played well. To be specific, the following points should be achieved:

1) *Changing the working manner of the government:* In the cultivation of event of city image, the government has to improve the service level of the relevant departments and keep an eye on the development of the convention and exhibition industry, which should be reflected by both oral support and relevant policies, such as the publishing of a series of preferential tax policies related to the convention and exhibition industry, positive strengthening of the

enterprise guidance and coordination, and the introduction of famous domestic and overseas convention and exhibition projects. Meanwhile, it is required to integrate the slogans related to the convention and exhibition industry into the city image propaganda, establish the sound service awareness, simplify the relevant approval procedures of event sponsorship, so as to open the corresponding green channels for the development of the convention and exhibition industry.

2) *Optimizing the environment of the convention and exhibition market*: In the course of the development of the urban convention and exhibition, it is required to comprehensively emancipate our minds, improve the development level of the convention and exhibition market. In particular, in introducing the domestic and overseas large-scale convention and exhibition enterprises, efforts should be made to create beneficial conditions to attract the large-scale event companies. At the same time, we must vigorously carry out infrastructure construction, optimize the exhibition market environment, and create convenient conditions for the entry of well-known convention or exhibition enterprises.

3) *Promoting city image communication*: City image is the brand of a city. Convention and exhibition are the best carriers improving the urban popularity. The convention and exhibition industry is appraised as the window of a city, and it is the best channel for people understanding the city, and also a primary approach of popularizing the city image to the outside [5]. Therefore, in the course of city image communication, the clustering communication effect of the convention and exhibition industry should be well utilized to develop and operate the convention and exhibition industry as an important industry. The tremendous influence brought by the event economic development should be emphasized. For example, Geneva in Switzerland, Las Vegas in the US and other cities are enhanced of their reputations relying on the convention and exhibition activities.

B. "Import and Export Linkage" Strategy

1) *Import large-scale international convention and exhibition brands*: Large-scale convention and exhibition industry has instant effect on the city development and its reputation promotion [6]. For instance, Paris International Fashion Week, Frankfurt International Automobile Expo, Paris International Aviation and Spaceflight Expo, Hongkong Jewelry Expo and some other large-scale international convention and exhibition brands have significant effect on the development of the local transportation, tourism and dining industries as well as the regional image communication effect. However, every city should adjust measures to local conditions as well, keep a foothold on the development status of the local convention and exhibition industry, and import some well-known international convention and exhibition brands such as

Frankfurt International Automobile Expo on the basis of innovation.

2) *Promoting the famous local conventions and exhibitions to "go out"*: In introducing some well-known famous convention and exhibition brands, it is also required to do well in marketing the local convention and exhibition brands, so as to promote some good convention and exhibition brands to keep a foothold locally, radiate nationally and go globally. Different areas can integrate some maturely developed local convention or exhibition activities and further explore their potentials, cultivate or introduce good operating bodies or marketing teams, and enhance the influential force of the convention and exhibition brands with the coordination of the relevant governmental departments.

3) *Speed up the molding of the brand conventions and exhibitions*: Brand convention and exhibition are undoubtedly a kind of quality guarantee to the host site because it promotes the strength and reputation of the local convention and exhibition industry, and directly brings a series of positive effects with the lowest cost in driving the economy to stride forward. Therefore, the strength of the brand value should not be underestimated. In order to increase the competitiveness of the convention and exhibition industry in the city, the branding strategy of the convention and exhibition seem to be extremely important. First of all, the local existing mature or brand convention or exhibition activities should be further internationalized relying on the present environment and resource, so as to promote its quality and gradually enhance its global reputation. In addition, a series of festival activities should be held depending on the local humanity and tourist culture resources, so as to extend and enrich the connotation of the event city, thus enhancing the competitiveness of the convention and exhibition industry.

C. Public Relation Strategy

Public relation is a strategy enabling the organization to reach the expected image status through coordinating the relationship between the organization and publicity [7]. It can effectively reduce the negative influence of the event, or even transform it into the positive influence. Meanwhile, it plays an extremely important role in promoting the influential force and reputation of an event. Therefore, how to play the important role of public relation strategy in the event of city image cultivation also becomes a key problem.

1) *Creating a name card of city culture*: There are many cities which become famous because of the well-known convention and exhibition projects throughout the world. For example, Milan, Hanover, Frankfurt and so on are all world-famous convention and exhibition cities internationally. However, in China, the small town such as Bo'ao also becomes the famous international city because of Boao Forum for Asia, and it has become the permanent address of Asian forum. Their success can not be separated from the name card creation and public relation

maintenance. In addition, every city is also required to give play its own strengths and urban cultures, seize opportunities, forge the event city culture positively, take the opportunity to introduce major convention and exhibition projects under the background of top 1 economic growth in China, so as to enhance its own competitiveness.

2) *Setting up the event brand image*: Brand image has already become one important intangible asset [8]. In promoting the loyalty of the public, it can drive other participators. Hence, the power of the brand is self-evident. It is required to mobilize every positive factor, play the role of public relation, and keep on improving the quality and value of these existing convention and exhibition brands. Meanwhile, we should keep pace with the times and have innovative development, so as to continuously maintain and develop the event brand of the city.

3) *Establishing the network propaganda mechanism*: At present, network has become an important approach of event project propaganda and marketing [9]. With wide audience coverage and fast communication speed, it is the key channel of propagandizing the convention and exhibition project. Therefore, in cultivating event of city image, it is required to attach importance to the establishment of network propaganda mechanism, establish the specialized event portal website, strengthen the propaganda in various mainstream medias, set up the sound image, vigorously publicize the event city culture, regularly organize the relevant event staffs to communicate, so as to generalize its own strengths and improve the reputation of the convention and exhibition industry.

D. Talent-driven Strategy

In the present world, the competition of various fields is essentially the talent competition. As a service industry, the convention and exhibition industry starts late and has no deep development course, so the talent problem also becomes the bottleneck for the accelerated development of the convention and exhibition industry. In recent years, with the perfection of various stadiums and supported facilities, as well as the development and expansion of different convention and exhibition enterprises, the professional demands of the convention and exhibition industry to talents and high-end event management talents are increasing gradually. However, it is just because of the conflicts between the continuous development and expansion of the convention and exhibition industry and the insufficient relevant talents that makes the convention and exhibition industry move difficultly in the professional, normalized and internationalized process. Therefore, the shortage of relevant convention and exhibition talents has become an emergent problem to be solved in promoting the competitiveness of the convention and exhibition industry.

1) *Normalizing the event talent market, enhance in-service training*: At present, the existing event talent markets in different cities have disordered market structure and unclear labor division. In addition, most of the staffs engaging in convention and exhibition are not qualified in

speciality. Therefore, reorganizing the present convention and exhibition talent market becomes quite urgent, and the structure adjustment of event talents is also priority among priorities. First of all, the event talents should be classified effectively, for instance, the event talents should mainly include core talents in event operation, professional talents in event scheming and event marketing, as well as service talents doing the field construction and providing reception service. The service and management pertinence can be enhanced through purposed classified training and existing talent structure normalization, so as to improve its competitiveness. Secondly, it is required to energetically strengthen the learning and training of the in-service convention and exhibition staffs, keep on enhancing their professional skills, so that they can continuously promote its own working ability in practice. In the end, we should lay emphasis on the strategic cultivation of the talents, focus on the long-term planning and strategic management of the talents, and realize the life-long development of the event talents.

2) *Improving the talent cultivation system, promote the multilayer participation*: The cultivation of convention and exhibition talents is an issue involving various parties. The power of the talents can be truthfully explored through coordinating the roles of each subject. First of all, the core function of the government in talent cultivation should be confirmed. The roles of the government are vital in the effective configuration and reasonable utilization of governmental policies, public resources and public finances in talent cultivation. Secondly, it is necessary to give full play to the important role of enterprises in training convention and exhibition talents, actively implement the principle of "introducing in and going out", and introduce the experienced event talents from overseas enterprises to provide training services in dispatching excellent event talents to study abroad. In the end, it is required to give full play to the auxiliary role of Industry Association in talent cultivation, guide and point out the talent demand direction of the entire industry, standardize the convention and exhibition training market, and improve the talent training quality.

V. CONCLUSION

The event of city image cultivation is a long-term and lasting process, which undoubtedly has numerous benefits. It can not only increase the reputation of the local convention and exhibition industry, but also drive the development of the tourism industry and other relevant industries. It also plays a vital role in promoting the city image and driving economic development, thus being conducive for propelling the internationalized development of the city convention and exhibition industry.

In order to truly achieve the goal of event city marketing branding, it is necessary to coordinate the strengths of all parties, vigorously strengthen the event of city image cultivation, and constantly improve the convention and exhibition brand value and service quality, promote the international development of convention and exhibition

projects, so as to gradually enhance the competitiveness of the convention and exhibition industry in the city and further the superior sustainable development of the local economy.

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