

CHAPTER 1

Audience Research

Introduction and Chapter Overview

Preparing for a successful event starts long before your guests assemble for the intended purpose of the occasion. Some events require much more time and preparation than others and depend on such factors as size, purpose, required components, and logistics. No matter whether the event targets employees in a corporate setting or a portion of your community to raise funds for a local charity, planning always begins with defining the audience. This chapter guides you through that process and includes such crucial elements as segmentation, analytics, and creating messages that resonate with the individuals involved (see communication planning chart).

Learning Outcomes

At the end of this chapter, you will be able to do the following:

1. Employ the steps necessary to conduct an audience analysis.
2. Understand the importance of audience segmentation.
3. Research event best practices and adapt them to specific situations.
4. Create a central message that connects with your target audience.

Pre-Event Assessment

Event planners need to sit down with clients to determine what their objectives are when having an event. If the group is attempting to make new business contacts, the plan will differ from organizations trying to raise money. Networking is a marvelous way to expand the core business, but you will need to discover your goals in making those contacts. Are you looking for new clients to purchase your product or services or is the endgame having more contacts that can lead to new innovations? Wallace

Strategic Communication in Event Planning for Corporations, Nonprofits, and Individuals, First Edition.

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and Michopoulou (2023) state that event planners must consider the stakeholders' goals when creating a plan. What does the organization consider necessary to deem the event a success (Wallace & Michopoulou, 2023)? Is there a specific client count or profitability tied into the event? Do you want to increase business by 20% by the end of the year, or is getting and retaining new clients what you wish to accomplish, looking at future sales as the endgame of having more clients?

Getz et al. (2012) find three core concepts are necessary for organizations to achieve their goals: gaining client and consumer attraction, bolstering the image and organizational branding, and community, achieving this via sustainability, promotion, and association and proprietorship. As you strive for client and consumer attention, how will you go about this? Would a flashy event that utilizes big name celebrities help you achieve your goal, or would swag bags filled with expensive and tasteful gifts be better suited to your plans? How will you strengthen your corporate image? There is a massive difference between the branding of Hot Topic and Spencer gifts versus Saks Fifth Avenue and Nordstrom. Where do you fall on the continuum between one end of the scale and the other? Which corporate brand do you wish to avoid versus which would you like to emulate? You need to keep this goal in mind at all times.

Getz et al. (2012) also discuss ROI. What return are you hoping for because of having this event? How will it serve your organization, bolstering its image? If this event does not support your organizational goals, then perhaps you need to reconsider the event. Stay on message, much like politicians do when answering questions from the media. They have three basic answers for each interview they do, regardless of the questions asked. Each answer will be geared toward the message they want to get out to the public. Getz et al. ask if the event will attract or detract from your future goals. What are your goals and what is the process you will take to achieve them? Again, stay on message and do not deviate from your brand or the community you wish to serve.

Begin by determining your needs. What type of event are you planning? Have similar events already "been done" in your area? If so, when did they occur? Recently? Years ago? What other events might compete with your event? Keep in mind that planning an event that targets millennials would not be successful if it is held during a graduation weekend (unless it is graduation-oriented) or for almost anyone during a major holiday season (unless it is promoting that holiday).

Pophal (2023) suggests staying aware of the virtual options you have. When advertising, they can be bolstered by considering hybrid possibilities for your event and making those who might be skittish about attending in person aware of what you have available. Pophal goes on to argue that this should be a relationship-building event, not what some would call a "one and done" occasion. Instead, it is important to make contacts, have events that are engaging and fun, and think of them as opportunities for establishing long-term relationships with your clients. It is easier and less costly to maintain a relationship with someone, rather than having to constantly seek new clients. However, new clients do need to be targeted because, if your organization becomes stagnant, it will eventually fold.

What are the demographics of the target audience? Different audiences require a variety of approaches, with Gen Z being substantially different from baby boomers. With millennials, online reviews determine whether they purchase from or become involved with an organization. While baby boomers might never check reviews, they will likely do extensive research online about a group before becoming involved. Make sure that your organization knows where they stand online and monitor reviews about your group.

When and to whom will the organization advertise? In many cases, the ads must be targeted during specific times. For example, when cereal manufacturers advertise

on radio and television, they run the advertisements during morning breakfast and evening snack time. Running the ads in mid-day does not serve their purposes; their advertising dollar does not garner the results they desire. When will you place your ads? If you advertise during drive time, then you have a wide audience, but they cannot necessarily write down when your event will take place. If you advertise during the day, then you miss people who are working. This is not a problem if you are focusing on retirees, but you need to sponsor a show that they watch. Examples of this include denture adhesive manufacturers and Medicare Supplemental Insurance plans who sponsor syndicated television shows such as Andy Griffith, MASH, and Lawrence Welk.

How will you come up with a budget? Will your organization be able to fund the cost of the event, or will you have to ask for sponsorships or free merchandize to make it happen? If you must deal with sponsorships, who will you ask? (Think Little League baseball teams with their team shirts, for example). If your budget will not allow you to participate in a full-blown event, can you be a part of another group's event? If you chose this route, how much bang will you get for your advertising buck? How often will your company's name be mentioned by the other group's event? Is this a one-time mention in the small print of a program or a banner on the back of a baseball field? For the most part, the only people who read the small print are people looking for their own name or guests who are bored to distraction. Since you want your event to be exciting from beginning to end, do not make the "bored to distraction" route your endgame. The challenge with banners is that, after people notice them the first time, the tendency is to ignore them. However, moving billboards whose messages change frequently are more likely to be read. Keep these things in mind before you commit.

Will influencers be invited to the event? What will be the cost of their attendance? Do you have to provide them with fancy housing, special perks, merch, and money? Do these individuals have the reputation you want to have representing your company at the event? It can be argued that an influencer might not be the person you think he or she is. Do your research and make certain that this person is the right fit for you. Many years ago, a major sub-shop chain had an individual who represented the chain, having lost a tremendous amount of weight eating their food. Everything was great, until it was discovered that the man had unusual sexual appetites, and he ended up in federal prison. Food, literally, for thought.

Celebrities can also be a nice addition to your event, but this is, again, an issue with cost and reputation. Inviting non-celebrities can also work. In the past, car dealerships used to invite pretty, young, petite women in skimpy clothes to help them launch their newest model cars. This was done by every car manufacturer; one of your authors knew some female students at her local community college who regularly went out of town to "do" these events. The girls were gorgeous and could make what was for them a nice amount of money for one weekend's worth of standing and smiling. Depending on your product and individual situation, this can either be very profitable or extremely insulting. Or both. Make sure you know the difference and are willing to take the risk.

What is your advertising budget? How much money and resources are you willing to commit to the event? Will you advertise on social media or stick to more traditional means of advertising? The audience is a huge consideration here, since many baby boomers only use Facebook or look for flyers in the mail. Others in the same age category utilize text messages and video recordings that come through on their phones to access information. Younger people are less likely to look at junk mail and more likely to go online to get information. Know your audience demographics.

What are your venue requirements? Do you have numerous options or are you in a small town with limited possibilities for location? This is a consideration. Will you

move your event to a fancier location that might require some travel, or will you stay closer to home, even with restrictions on venue size? Much like a destination wedding, you must bear your target audience's demographics in mind. If you are doing an event for senior citizens, they probably will not want to drive at night and will not want to go far from home, if they cannot get back before dark. The exception would be if the seniors want to travel a bit and like to do it as part of a group. In that case, they might be open to taking a charter bus to your event, staying overnight, and returning home in the same way. If you chose to do this, what will the costs be to you and your guests? What insurance would you need to protect your organization and your guests?

Keep in mind that some people change their purchasing behaviors, but that the changes sometimes do not “stick.” When Rogers (2003) discussed the diffusion of innovations, he wrote about how people might try something in the short term but go back to their old ways in the long haul. Rogers found two types of discontinuance: replacement discontinuance, which he said happened when people found something better, and disenchantment discontinuance, when people were unhappy with how an innovation performed. With regards to events, people who used replacement discontinuance have simply found an event from another organization was better suited to their needs, wants, and desires. With disenchantment discontinuance when discussing events, people simply preferred the event or the company from another organization to whatever your group was offering. To make people cross from another company's event to yours, it is necessary to take them from the simple aspect of knowing about it, to having positive feelings about your organization, and then wanting to go to your event.

Audiences

An audience is not simply one large group of people that ranges from, say, 20-year-olds to people in their 60s. Not everyone who might be interested in your event is a member of the target audience. Instead, think of an audience as comprising a relative narrow group of individuals who have specific characteristics and who are most likely to participate in your event. In the example above, someone in their 20s will have very different perspectives and experiences than people in their 60s.

Dividing your audience into ages is a good way to begin the segmentation process. However, it also requires researching and determining more complex group characteristics. When thinking of your audience, you should also consider such things as needs, desires, attitudes, values, ideology, personality, and life experiences. Analyzing those features will be discussed in more detail when we get to that section later in this chapter.

Internal and External Audiences

Audiences can be either internal or external. One way that audiences can be classified is according to their relationship with your company or organization. Typically, internal audience members are individuals who have a daily, ongoing role in the operation of an organization. There typically are a small number of internal audience segments.

Internal An important internal audience is comprised of employees at a company or organization (Wolf, 2022). Designing employee events should consider their experiences at the company, as well as experiences they bring from working at other companies. Depending on how much depth you want in your employee groups and the size of

an organization, you will need to distinguish between administrators and staff. Again, the extent of group numbers will depend on the size of your organization and your goals and objectives for an event. Communicating with them is done through various means, including interpersonal communication and meetings (Indeed, 2023).

There might also be other types of internal audiences. One example is traditional, residential college students who attend an institution on campus and who are, therefore, internal to that institution. Although they are likely to come from diverse regions of the United States or the world, they share many similar traits. They are all attending the same institution almost daily; they fall within a similar age range of about 18–22; and they have pretty much the same experiences throughout their years in college.

External External audiences are comprised of individuals who are not connected to the day-to-day operation of an organization. As with internal audiences, external audiences will be comprised of several segments that each are grouped together according to similar characteristics. However, there can be many external audiences that have some type of connection to the organization.

One example of an external audience is an organization that enlists retired men and women to work with projects that focus on mentoring young business owners or executives. In that case, it is important to first define the age range of older individuals you want to invite to a mentoring event, as well as the ages of young business professionals who want or need mentoring. In addition to the participants' ages, you also will need to consider such things as types of mentoring (e.g. financial, project management, etc.) and types of industries or businesses (e.g. entrepreneurs, retailers, etc.).

Also consider the relationship of audience to the organization. There are two main perspectives to view the audience for your event. The first is the audience's position in relation to your organization.

- *Primary*. These are the individuals who are the target audience you want to reach (Anchor Digital, 2022). They have a vested interest in your organization and are most connected to you.
- *Secondary*. These people might be defined as the secondary audience. They are slightly interested in your organization, but not closely as your primary audience.
- *Intervening (also called tertiary)*. This audience position involves individuals and entities that serve as a means of getting information from your organization to the primary audience. Your communications strategy will likely include intermediate sources, as well as communicating directly with the target. This audience is not part of the other two, but might be associated with them (Anchor Digital, 2022). One example is a local organization that provides referrals to other nonprofits when people in the community need a specific type of help, but do not know how to locate the assistance they need.

A second perspective is to consider the behavior of the audience and the degree of connectivity to your organization. Levels of involvement include:

- *Active*. This aspect of involvement is associated with individuals who are already connected to an organization. They might be donors, customers, and volunteers who have personal experience. Activity is also a range of involvement, rather than representing whether a person is physically active or not. An example is the level of engagement in political conversations on social media, which research has shown is contingent on age (Dozier et al., 2016).
- *Aware*. These are individuals who are aware of an organization, but are not involved in it. Sometimes people are very well acquainted with a nonprofit,

but do not fully understand the nature of the organization or what it does in the community. Perception can be a concern here. In fact, perception can be stronger and more influential than reality. Some people have only second-hand information that might or might not be accurate.

- *Latent*. Audiences that exhibit this type of involvement know very little about an organization or maybe they are not at all familiar with it.

Segmentation

Segmentation is the process of placing large groups of people into small “sub-groups” based on commonalities (Indeed, 2025). Audience members are grouped around various characteristics (Ross, 2023). Categorizing specific audiences based on attendee knowledge will ensure all elements from promotion to staging an event will connect with the target audience. As seen in Chart 1.1, considering level of knowledge when segmenting conference attendees helps to develop breakout session topics for different groups at the same time.

There are several requirements of defining segments, or steps when defining them, that will help you begin to understand the individuals who will be a part of your event (e.g. Commence, 2021; Gavett, 2014).

First, a segment must be definable. One way to start this step is to write a one-paragraph description of the individuals you believe should be included. Working through the remaining steps will help you refine the definition of the segment.

Second, segments must be mutually exclusive. This simply means the segments cannot overlap with other segments. For example, imagine you are segmenting business owners by age for potential employee networking. Your research shows there are two groups that could offer help to interested recruits. One is 40- to 50-year-olds and a second is 45- to 55-year-olds. Because these two segments overlap, they are not mutually exclusive.

A third step in segmentation is ensuring the segment is measurable. That means you can assess the group of individuals you are targeting. The best question to ask here is how you know this is a group.

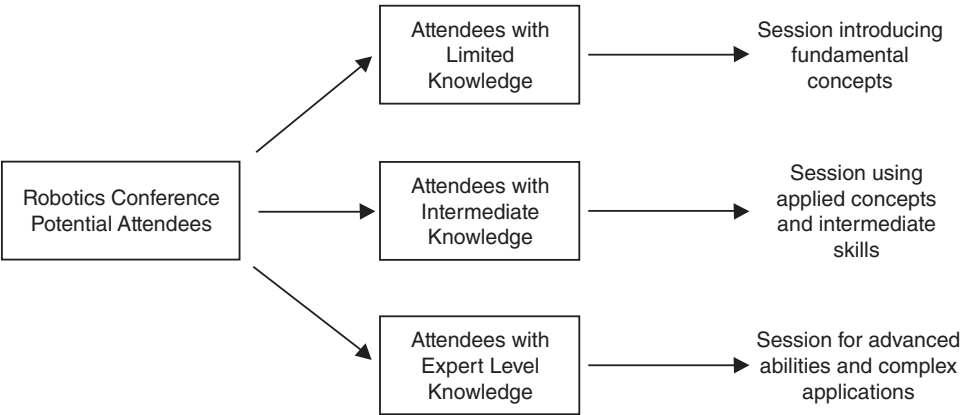


CHART 1.1 Event segmentation process

The next step in this process is access. This includes both reaching the segment through promotions and selecting a segment that will be able to attend the event. If you live in one state and your segment is all people within an age group, it is likely access will not need to be taken into consideration. The exception is an event that is designed to include a virtual audience. Even at that, such factors as budget and feasibility must be realistic.

Fifth, defining your audience segment must be appropriate to your organization's mission. Matching an event's goals and objectives to the wording of your mission statement will enhance your efforts at accomplishing the big picture.

The final step in the segmentation process is to ensure you can reach the intended audience with communications in an affordable way. If the proposed audience is very small, then personal communications via letters or invitations will suffice. The other end of the spectrum is a very large audience that would be too large for your event budget. In that case, you will likely need to rethink who is part of your target audience. Review the steps above to ensure you have selected the most appropriate individuals and make adjustments as necessary.

Types of Measurement

Demographics

These are measurable traits that are best determined through quantitative analysis. Examples of characteristics that can be quantified include age, sex, media and content choices, education, religiosity, and social group membership. This aspect of audience analysis offers a good starting point for defining your target audience. Oftentimes, you already have an idea of the age range for this audience. As noted above, the range must be narrowly focused, to ensure the segment is relatively homogenous.

Lu et al. (2020) argued that demographics made a huge difference in consumer attitudes and corporate profits; for example, females who enjoyed shopping but who did not have much of an income still made purchases more often than males who had a high income but did not like to shop. Lu et al. also discovered that there was not a huge difference between young, middle-aged, and elderly consumers; they purchased at a high rate, with no big disparity between education levels of participants. Study the demographics of your target audience carefully. If you have, for example, an event that deals with the issues of being a young mother, do not attempt to market that event to senior citizens, unless they are raising their grandchildren. Giveaways of free birth control items will not “sell” to older participants, either, though they might appreciate joint health products or adhesive for dentures as the door prize. (Do be careful here, though, because many people get implants these days and they might be insulted by finding a pack of denture cleaner in their goodie bags.)

How do we change the minds of clients who do not buy our product or service? How do we move people from Product A or Service A to our brand? Meyer (2021) argued that some people changed their brand loyalty, while others in the same situation did not. Meyer went on to say that he found no clearcut patterns for change and that it involved more than just overcoming someone's opposition to change. Trying to get Harley Davidson riders to switch to a different brand would be nigh on impossible but making the pitch to folks who do not presently ride motorcycles

might be easier than trying to get the truly loyal to switch. This is a matter of making individuals and corporations aware of our product or service, changing their attitude toward needing it (if necessary), and then giving them knowledge about the offerings that we have.

For Jeep drivers, there seems to be a hierarchy of who owns which Jeep, with “fake” Jeep owners and the truly sold-out owners. True Jeep owners wave a two or three-fingered wave at other Jeep aficionados as they pass one another, while owners of the lesser models are seen as mere wannabes. Getting ducked as a Jeep owner means one has truly made it in the world of Jeeps, but getting those owners to change their brand would also be unlikely.

Eisend and Tarrahi (2022) found that persuasion knowledge could be challenging for companies who were trying to persuade consumers to purchase their product; their study showed that consumers who could determine the underlying motives of advertisers would sometimes respond negatively to the advertising attempt. Trying to convince someone to purchase something using such methods as personal contact and informing consumers about products with which they were unfamiliar had the potential to have negative consequences (Eisend & Tarrahi, 2022).

Psychographics

In contrast to demographics, psychographics is an audience’s qualitative traits that are descriptive rather than quantified. Starting with demographics will give you ages that can be qualitatively analyzed. That includes organizing groups according to social characteristics, values, lifestyles, attitudes, hobbies, interests, and numerous other characteristics. This aspect of analysis helps you begin to think about the type and content of messages you will convey to the target audience.

Geodemographics

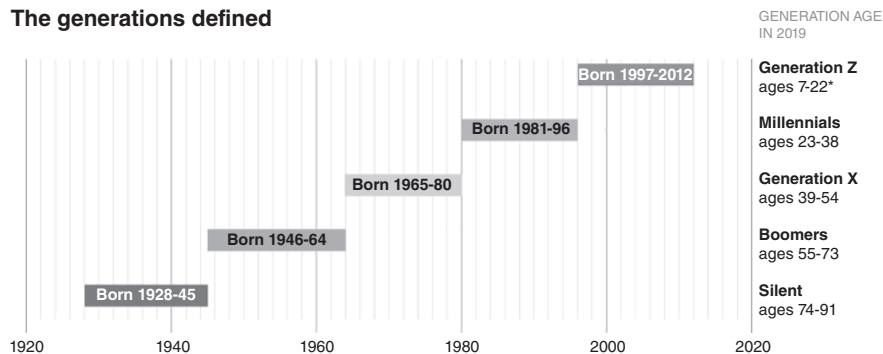
In addition to demographics and psychographics, it might be helpful for you to examine geodemographics, which relate to audience characteristics by location. One source of information for those profiles can be found through census data. A census is gathered every 10 years in the United States, but you can also find other data through the US Census Bureau website. That information is easy to locate and available online. The caveat is that there is a lot of data from that site, so it might take a bit of research to locate the information that will best help you when you are planning an event. Other US government websites that also provide many types of data are the US Bureau of Labor Statistics and the US Bureau of Economic Analysis. Accessing Data.gov is a place to find links to various US government data sources.

Behavioral Analysis

A significant part of life is technology use. A helpful source is the Pew Research Center. The organization regularly polls US citizens about time spent on and their use of social media and the web. Reports (like the one shown here) are often segmented by age, income, and education. Behavioral segmentation also includes activities such as buying habits (Mukherjee, 2024), the types of purchases they make, and even when during the year they make those purchases (Indeed, 2025).

There are other types of segmentation as noted by HubSpot (Baker, 2025). One of these is segmentation based on the use of various technologies. Another form

The generations defined



*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER

CHART 1.2 Segmentation by age group

Source: Pew Research Center, 2019/with permission of Pew Research Center.

of segmenting an audience is their needs, especially when it comes to products. Yet another type of segmentation relates to values. Each of the additional forms of segmentation proposed by HubSpot focus on customers and products or services. However, those types are still an important consideration for nonprofit organizations and when determining which audiences to reach for event planning.

Combining Demographics and Psychographics

Using just one method of analysis for audience segmentation will not be enough. For example, age is a good start but will not give you a lot of depth of information about the target audience. However, age is a necessary consideration. As noted in Chart 1.2 (segmentation by year), each age segment has been shown to have certain characteristics in common. They might be finances, purchasing habits, discretionary time, media use, and their biggest personal or social issues.

Creating a Persona

Sometimes, it is beneficial to describe the intended audience as an individual, also known as a persona. Imagine a member of your target audience standing in front of you. The persona will describe that individual according to their demographic and psychographic profile you have already researched, often assigning a name to the composite person (see e.g. McLachlin, 2021). Defining a persona involves segmenting your audience starting with the big picture, to a smaller group of people (often according to demographics), and then using psychographics to describe the target audience as if it were one individual who represented the targeted group.

SWOT

Another form of pre-event research involves a SWOT (strengths, weaknesses, opportunities, and threats) analysis (see e.g. Schooley, 2024). Rather than focusing on an external audience, SWOT is organizationally focused. Such an analysis will help you determine which internal factors need to be elevated and which should be improved.

- *Strengths.* These are aspects of an organization that are recognized as positive by employees as well as the target audience. Perception is as important (and maybe more so) to an organization as knowledge.
- *Weaknesses.* These are features of an organization that should be addressed when developing event plans.
- *Opportunities.* This might include making better connections with members of your target audience or meeting needs through products and services that are not currently being met.
- *Threats.* These include problems and crises that an organization might encounter.

Generally, strengths and weaknesses are internal to an organization. In contrast, opportunities and threats are typically external. After conducting a SWOT analysis, the goal is to improve strengths, diminish weaknesses, take advantage of opportunities, and avoid threats.

Best Practices

In essence, reviewing best practices of companies and organizations enables you to understand guidelines of how those entities accomplish their tasks (Indeed, 2024). A profitable exercise is to conduct a search for the best practices of organizations and companies to see how they establish their event promotion efforts. Of course, you will not simply use those efforts exactly for your event. However, you will use this research for compiling a list of creative approaches. They might include adapting communications for one type of industry event to an event for your nonprofit organization.

For example, one of the authors of this text worked for an organization that wanted to devise a better way to reach its target population. The result was a 16-page mini-mystery novel that was informational, fun to read, and included eye-catching visuals. That booklet was mailed to thousands of people in the organization's community and resulted in hundreds of returned postcards that helped people connect with the organization. The organization was not in the mystery novel business, but it used a familiar genre of the publishing industry as the basis for its booklet.

Messaging

The final part of event planning research is messaging. By now, you have conducted demographic and psychographic research on your target audience. Plus, you have also examined data from various sources, such as social media, and considered best practices. Now, it is time to take your audience profile and translate that into a central message. Consider the concepts your target will most understand.

One way to start the messaging step in the process is to write a single sentence that summarizes your event goal to the intended audience. Think of the sentence like an elevator pitch. The essence of those pitches is to explain to someone within a minute or less what the intent is of an idea or, in this case, an event. You should be able to define your plan in about the amount of time it takes an elevator to go from one floor to another. This process helps you refine the plan and answer the big questions of what and why.

Next, you will determine the most important elements of the message content you will disseminate. How will you make connections with the audience? Why is this important enough to prioritize your event over others. Everyone's time is valuable

and at a premium. Your event needs to be of relevance to them. This is why you conduct the research discussed earlier. By understanding audience psychographics, you can tailor your messages to their values. Remember, only specific individuals will want to be involved in your organization.

Bringing Event Research Together

Clear, definable segmentation of the intended audience for your event enables you to strategically reach those individuals with specific communications that are geared toward them. Finding the key characteristics of your audience enables your company or organization to strategically reach people who have varied time constraints, the financial ability and desire to donate to charitable organizations, willingness to volunteer, how people spend their time (see e.g. Chart 1.3), and other data that differentiate various audience segments.

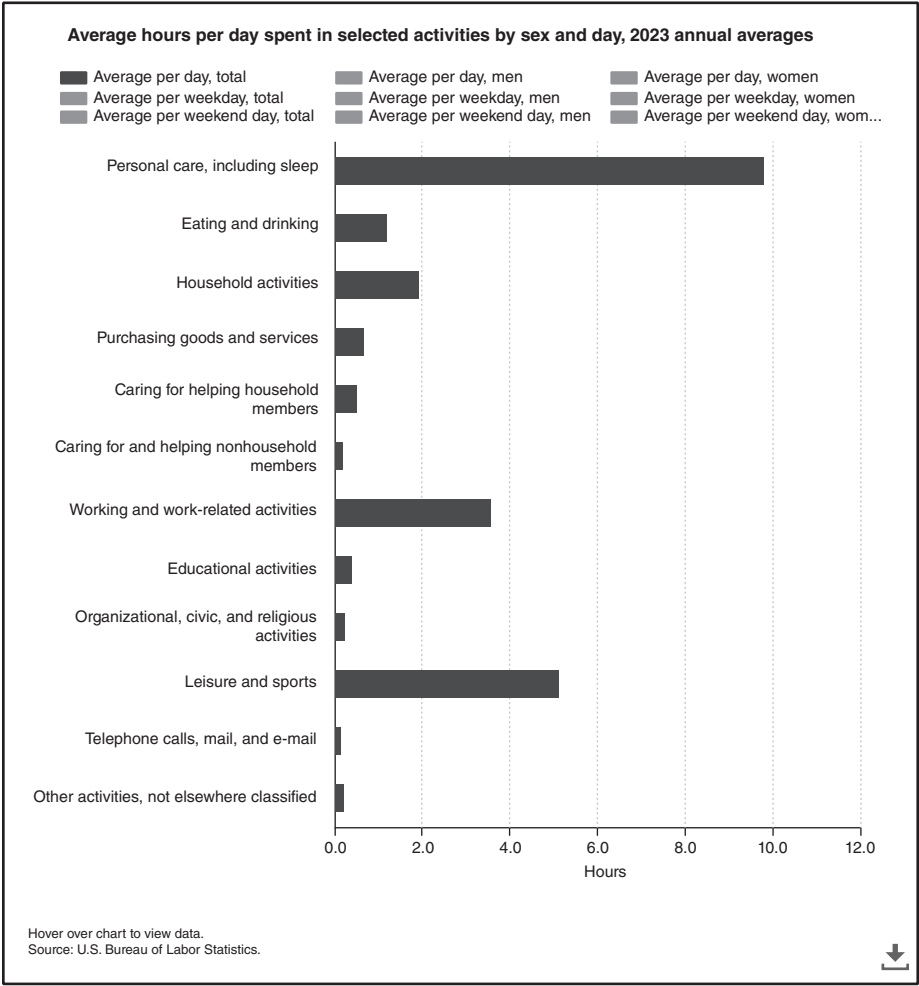


CHART 1.3 Average hours per day

Source: U.S. Bureau of Labor Statistics, 2023/Public domain.

Chapter Summary

As discussed in this chapter, staging an event requires a great deal of planning. All types of events begin with defining the audience. By now, you should be familiar with the steps necessary to conduct an audience analysis and understand the importance of audience segmentation. Some of that research involves looking at event best practices and seeing how you might be able to adapt them to your specific situation. Finally, this chapter presented information about creating a central message that will connect with your target audience.

Key Concepts

Active, aware, latent audiences
Analytics
Behavioral analysis
Best practices
Demographics
External audience
Geodemographics
Internal audience

Messaging
Persona
Primary, secondary, and intervening audience
Psychographics
Segmentation
SWOT analysis
Target audience

CASE STUDY

Sponsorship

Background. A midwestern university’s student chapter of a humanitarian organization wanted to sponsor a village in Africa. Funds would help with such projects as providing materials for children’s schools, wells and equipment for clean water, and micro business loans. Those were just some of the efforts the international organization had been accomplishing for decades in developing countries.

Using research was an essential first element in designing and implementing a fundraising effort. Several students in the institution’s chapter were enrolled in a public relations course that provided help with the communication side of the project. It started with the class developing a list of pertinent questions that could be used when researching the target audience. Students were then placed in small teams that would each conduct a focus group of students from around the campus.

Using the questions from the class, student teams each recruited between six and ten students for their focus group. One person served as moderator, while

the other students took notes from the session discussion. This form of qualitative research provided an open-ended means of gathering perspectives about the participants’ past involvement in similar work for not-for-profit organizations, types of traditional and online communications that most caught their attention, word association, and understanding of charity organizations and their work.

Following the focus groups, each team compiled its findings, paying particular attention to perceptions, attitudes, and experiences. That enabled the teams to consider the type of messages that would most connect with the target audience. The process also provided a graphic designer with the look and feel of promotion materials for the donation campaign. Those included a dedicated website, brochure, and videos that were shown in the university’s chapels before and during the week of the campaign. Message was essential to define the fundraising effort for the international organization and funds used by the group.

One goal of the campaign was to ensure everyone on campus knew about the village. A key finding

from the focus groups was that personal experience was an important characteristic of the target audience. With that in mind, students employed strategies that made visual connections with needs of the village that the sponsorship would address. That included students who volunteered to use two gallons of water, the same amount available to individuals in the village, on one day of the campaign week. Another visual involved 10 to 12 students who volunteered to stay one night in small tents outside the student center.

Another goal was to make the donations personal and offer a connection between the students and the project. A simple, yet effective approach was to encourage the students to give up one cup of coffee, typically purchased at the campus coffee shop, and give that amount to the project. The campaign resulted in raising

nearly \$30,000, the amount needed to sponsor the village for three years.

Interactive Activities

1. Holiday toy drives are one way companies can give back to their communities. With this mind, teams will pick a company with whom they do business and conduct preliminary research on the target audience for the company.
2. Analyze an event they have attended, such as a wedding or family reunion, using SWOT analysis.
3. Use Census Bureau charts to plan on how to reach a particular audience other than their own generation. Now, change the audience segment to a different generation and plan again.

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