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LIVE CONCEPTS FOR LIVE COMMUNICATION: EXPLORING MARKETING IMPLICATIONS OF SOCIAL CREATIVITY AMONGST EVENT PROFESSIONALS
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The creative process underlying live communications is an important part of marketing but is little researched in the event management context. Despite the increase in virtual and online communications, the demand for live marketing communications remains significant. The live event as a communications device has grown in popularity with organisations seeking to build deeper relationships with stakeholders through live events. Such events are created by using key marketing messages as ‘props’ or ‘stages’, to produce memorable and emotionally positive moments for audiences.

The creative process behind developing a live event is in itself a live event, involving groups of event professionals working in a social context to conceptualise ideas for their client, stakeholder or audience. This research fills the gap for marketers by seeking to understand the creative process intrinsic in live marketing communications.

This paper investigates the social creativity used to develop live event concepts. The phenomenon of social creativity identified from the existing literature is explored in the context of its application to event professionals. The research builds on existing social creativity theory to explore the key antecedents of social creativity and how they can influence event concept development.