

B2B: Improve Your Brand Recognition by Attracting Popular International Events

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The best way to promote your brand, service or product is by provoking a reason to speak about it — the so-called word of mouth. You could hire a fantastic team of professional PR specialists or find another way — attract international events to your venue. Shortly it will create interest around you only by creating interest within itself. We could use Sochi as an example. Several years ago, Sochi was just one of several Russian cities not widely known in the world. But then it was chosen as a host city for the 2014 Winter Olympic Games. The result speaks for itself, as you would probably not find a place on earth where people never heard of Sochi. This scheme would definitely work in any occasion. People know about the event and they will find out where it will be taking place. Cities will be flooded with tourists, hotels will be flooded with guests, media and social media will be flooded with news, tweets, posts and check-ins posted by fans.

Nevertheless, it is not the simplest way — taking a team of PR specialists is easier, though the results might thrill you. Always keep in mind that competitors will do their utmost to win the tender for hosting the event. Everyone wants their share of glory. That means you will have to overcome yourself, provide the best prices and the best conditions for participants and most likely you would not know what competitors are offering. You would have to use all your professional skills, your experience and your intuition to make it a winning cocktail.

So you have the event but the worries have just begun. Of course the organizers will be having a lot of requests starting from room preferences ending with security procedures. Crowne

Plaza Moscow WTC hotel has just said "good bye" to Miss Universe 2013 contest. It was a fantastic experience for all of our team as it was not just interesting but also created tough trials with which we coped resulting with complete success. Miss Universe 2013 kept us all toned but we were happy helping the girls, creating them a home from home. And of course that resulted for us with a burst of fan's activities. They were trying to follow up the contestants and the event itself through different media including our web site, our official Facebook page and Instagram. And we did make this once a lifetime experience play on our side by posting news and giving people feedback on what was going on. The contestants were also really initiative checking in at the hotel and by these means promoting Crowne Plaza Moscow hotel.

One more thing needed to be mentioned — such events usually come accompanied by large media and TV companies like NBC. So if you are lucky you would be able to agree with them on promoting your product or your brand worldwide or even in live broadcasts with celebrities. And such programs would be followed by a tremendous number of people which will initiate the so wanted word of mouth.

Ask yourself what could be more efficient than word of mouth. The answer will surely be — nothing. Invest your time and efforts into attracting large international events and they will increase your brand popularization and recognition at least and at most attract new clients together with increasing your appeal for the loyal ones.

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