

Evaluating the promotion of two music events

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Abstract: *This paper proposes the evaluation of the promotion of two Music Festivals – “Cluj Modern” and “Trio Transilvan” - presenting Romanian music in different situations (traditional folk music and folklore) in Cluj county, addressing a broad spectrum of actors involved: spectators, specialists, organizers, and sponsors. In order to identify the channels of communication and publicity preferred by the public, but also the relations with the social media (Internet, social networks), we organized an investigation that included over one hundred respondents for each event. Using data-gathering techniques (semi-structured questionnaires and interviews) and qualitative analysis (interpreting the information gathered through interviews and quantitative analysis of data collected with the SPSS software), it was easier to collect data regarding the audience perspective and its characteristics. The usefulness of the paper was derived from the need to have a complex and detailed feedback from the participants in events, to have a set of measurable information about the event’s evaluation, strengths and weaknesses, with possible ways of improvement, which are aspects of maximum importance in establishing the marketing mix of the two festivals.*

Keywords: *promotion, media, festival, statistical analysis*

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