Marketing

UDC 658.8:332.8

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EVENT MARKETING AS A TOOL FOR FOSTERING LOYALTY IN THE COMMERCIAL REAL ESTATE SECTOR

Summary. *This paper explores opportunities for the use of event marketing as a loyalty tool in operations within the commercial real estate industry. Topicality is justified against the background of changing consumer priorities, where buildings are benchmarked not only on price and location but also on their ability to provide experiences. Such experiences should ideally generate emotional and social value. The novelty of the work lies in its content, systematically justifying event practices as an integrated element of asset management rather than a trailer function belonging to marketing. This paper examines how event activities can put mechanisms in place that strengthen tenant attachment to properties and have a direct bearing on both levels of occupancy and financial resilience. Drawing international surveys by drawing on industry reports and academic research, analysis will show that increases in tenant satisfaction achieved through well-designed events raise probabilities for lease renewals, reduce vacancy rates, and support income growth. Empirical evidence backs up the statement that even minor changes in satisfaction yield measurable financial results. It has been found that event marketing effectiveness lies in three parallel paths: precise audience segmentation with format adjustments, developing co-branded partnerships, and installing digital infrastructure for personalization and analytics which transforms events from discretionary spend* *into a repeatable instrument for strengthening loyalty, building communities within spaces and safeguarding asset income; thus turning buildings from mere functional premises into centers of social life and sustainable interaction. This will guarantee researchers, commercial real estate and marketing practitioners, and asset managers who are looking forward to enhancing the long-term value of properties.*

Key words: *event marketing, commercial real estate, tenant loyalty, asset management, customer experience, occupancy, financial performance.*

Introduction. Consumer expectations in the built environment have shifted from functional adequacy toward memorable experiences. Evidence from JLL's 2024 Global Consumer Experience Survey covering 3,200 respondents in 26 cities shows that 76 percent of people believe urban spaces must offer new experiences to remain relevant, and 65 percent are willing to pay a premium for higher-quality activations, with Millennials and Gen Z displaying the strongest preference for experience-rich settings [1]. Such findings indicate that tenants now evaluate commercial buildings not only on location and price but also on the promise of curated social interactions that support community and individual well-being.

Operators are responding by reframing property management as experience management. In the events sector at large, the 2024 EventTrack study found that 66 percent of exhibitors regard on-site engagement as the single most critical success metric, surpassing lead volume and other classical measures [2]. This priority trickles into real estate, where owners use breakfast briefings, seasonal pop-ups, and partner activations to turn square metres into social venues. It falls to digital RSVP flows, tenant-experience apps, and post-event analytics, making experiential spend an aligned activity against asset-management KPIs rather than as if it were discretionary marketing.

There are now documented quantitative links between well-designed events, tenant sentiment, and financial outcomes. A 2024 MIT–Maastricht study that matched a multi-year tenant-satisfaction panel with CoStar lease data shows that each one-point rise on a five-point satisfaction scale elevates renewal likelihood by 8.6 percent and lowers move-out probability by 14.6 percent; building-level satisfaction gains of ten percent translate into a 0.3 percentage-point reduction in vacancy and modest rent growth [3]. Because experiential programming measurably lifts satisfaction scores, it functions as a direct lever for stabilising occupancy and protecting net operating income, confirming event marketing's role as a loyalty engine in commercial real estate.

Materials and Methodology. The study is based on a synthesis of seven primary sources, combining international survey data, industry reports, and academic findings. Key inputs include JLL's 2024 Global Consumer Experience Survey of 3,200 respondents across 26 cities, which provides quantitative evidence of shifting expectations toward experience-driven spaces [1], and EventTrack's 2024 report, which documents how exhibitors prioritize on-site engagement as a core success metric [2]. Empirical validation of event marketing's financial impact was drawn from a 2024 MIT–Maastricht panel study linking tenant satisfaction scores with lease outcomes, showing that incremental gains in satisfaction translate directly into reduced vacancy and improved renewal likelihood [3]. Supplementary perspectives on audience segmentation and personalization were integrated from Medallia's surveys of CX leaders [4], while generational preferences were captured through Quad's data on Gen Z and Millennials [5]. Marketing effectiveness insights came from Nielsen's Brand Lift analysis [6], and the operational feasibility of digital event infrastructure was grounded in G2's industry review of event management software adoption [7].

Results and Discussion. Effective event design in commercial real estate starts with rigorous audience segmentation and format matching. Asset managers now map buyer personas not only for leasing prospects but for existing tenant micro-communities—startup teams with hybrid schedules, retail staff on shift breaks, or external conference visitors—and then fit formats to these distinct rhythms. Breakfast briefings suit knowledge-hungry office clusters, while weekend pop-up markets re-energise mixed-use promenades. The practice is data-driven rather than instinctual: in a 2024 Medallia survey of 305 CX leaders, 58 percent of brands already maintain formal persona or segmentation profiles that steer experience design, as shown in Figure 1 [4].

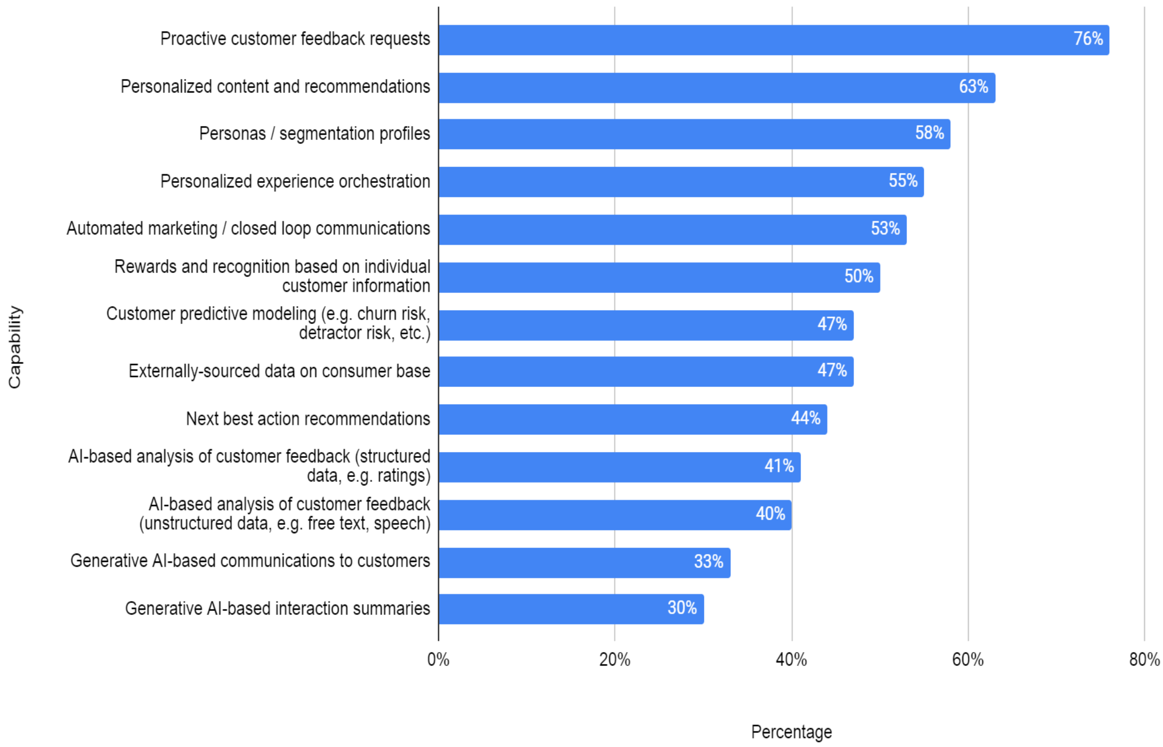

Fig. 1. Adoption Rates of Customer Personalization and AI Capabilities [4]

Authenticity and reach are amplified when those formats are delivered through co-branded partnerships. Digital natives demand experiences that blur brand boundaries; a Harris Poll study for Quad found that 84 percent of Gen Z and Millennials value companies that seamlessly blend technology with tangible, in-person moments, signalling openness to curated collaborations on site, as shown in Figure 2 [5].

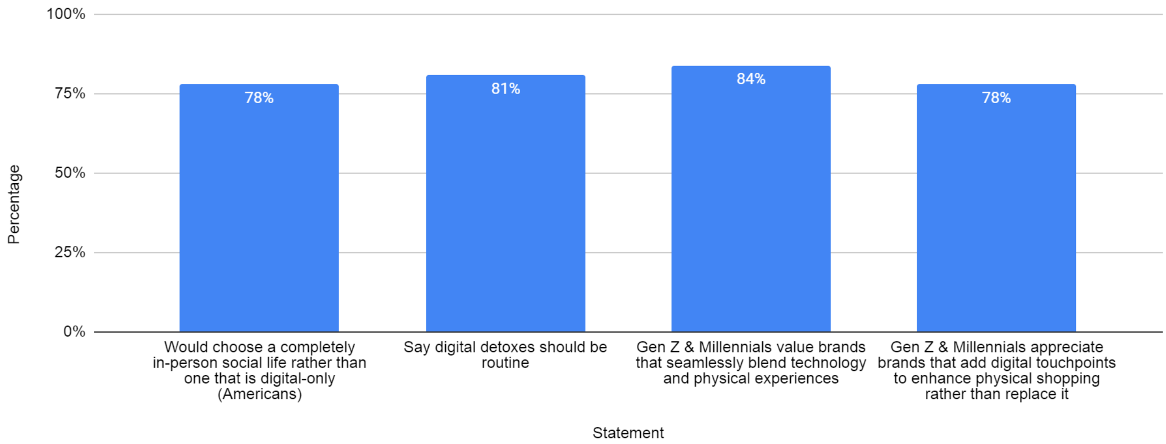

Fig. 2. Physical Sociality and Hybrid Brand Preference [5]

The marketing upside is measurable: Nielsen's 2023 Brand Lift analysis reports that branded-content activations achieve 81 percent aided recall versus 63 percent for non-integrated content, confirming that a partner's story can lift both parties' salience among attendees [6].

Translating these ideas into loyalty gains depends on digital infrastructure that personalises invitations, captures behaviour in real time, and feeds continuous optimisation loops. Medallia's 2024 State of Personalisation study shows that 82 percent of consumers let personalisation influence which brands they choose, linking data-rich event journeys directly to tenant renewal intent [4]. Technology adoption is now mainstream: a 2024 G2 industry review notes that more than 85 percent of event planners rely on event management software, enabling QR check-in, session-level analytics, and automated follow-ups that tie experiential spend back to occupancy and net operating income [7]. The global event management software market is expected to reach $18.4 billion by 2029, with a CAGR of 12.9% between 2022 and 2029, as shown in Figure 3. When segmentation, collaboration, and data architecture operate in concert, event marketing shifts from discretionary cost to a repeatable engine of tenant loyalty.

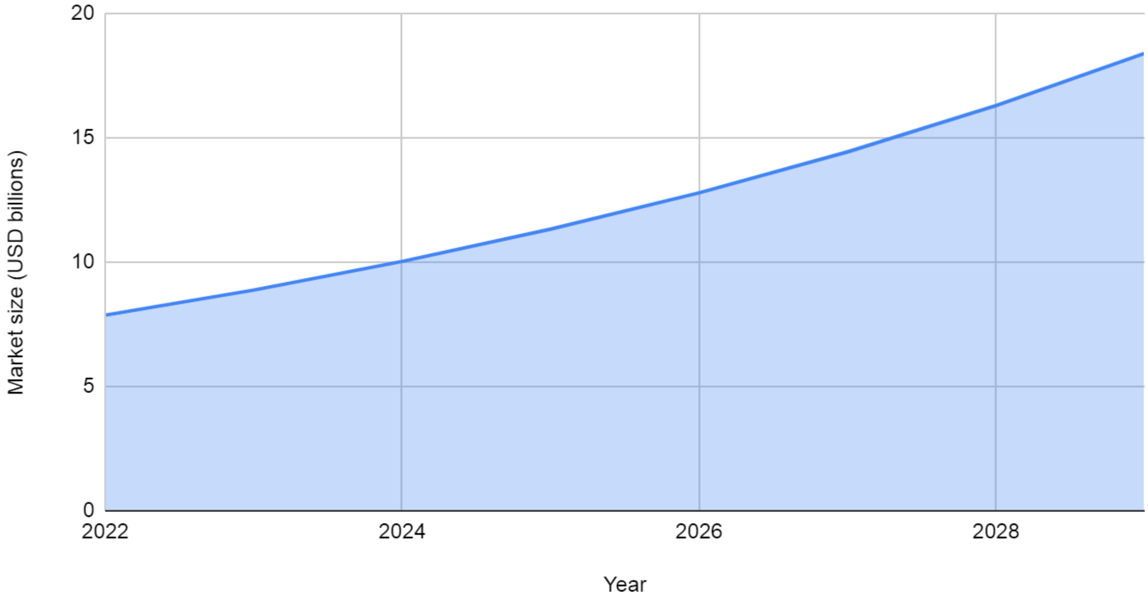

Fig. 3. Global Event Management Software Market Projection [7]

An event ecosystem fosters allegiance by transforming a structure into a center of mutual identity. When managers incorporate rituals like morning coffee samplings, charity drives, or post-work gatherings into the weekly schedule, tenants start to see familiar faces beyond their rooms. The area slowly becomes more like a community common space rather than just different leases put together. Casual talk moves from events to hallways and online spaces, strengthening the idea that the property is where social and work networks cross paths. This kind of social feel makes the emotional tie between people and the place stronger, making moving out seem more like a loss than just finding new scenery.

Translation of sentiment into measurable retention boils down to the fact that every activation is heavily instrumented. Metrics such as the count of attendances, check-in frequency, dwell time, digital engagement, and post-event satisfaction scores all plug straight into the asset's customer-relationship platform. When these experience metrics go up, lease managers see a rise in renewal talks: teams that come to events more often ask for fewer cuts, choosing sooner to stay. Finance teams thus model factors next to rent take, upkeep slips, and capital-spend guesses. The made dashboards let workers spot churn risk through act signs rather than waiting for set notice times, matching the feel setup with firm stay results.

Because the environment and its audiences evolve, the event calendar is treated as a living prototype rather than a fixed schedule. Immediately after each gathering, organisers review qualitative comments, sentiment from social-media listening, and quantitative patterns such as heat-map footfall. Insights flow into agile planning sessions where formats are tweaked, time slots are moved, and partnership line-ups are refreshed. Over successive cycles, the calendar becomes increasingly attuned to tenant preferences, seasonal rhythms, and neighbourhood culture. It closes the loop between experience design and asset performance through iterative refinement, making sure that programming stays relevant and can be economically justified year after year. The financial analysis of event programmes always starts with a dual-lens evaluation: one in the more traditional sense of return on investment, and another using a broader definition of return on experience. This first lens tracks direct revenue lift as well as cost avoidance—increased occupancy, stabilized lease terms, and ancillary income from retail and parking—translating all into incremental cash flow to the bottom line. The second recognises building reputational and relational capital when buildings become known for memorable gatherings, and they can host consistently.

After the value framework, disciplined budgeting is what turns ambition into executable line items. Seasoned teams build up a zero-based event budget from desired outcomes and work their way down through venue preparation, talent booking, digital promotion, staffing, technology, and measurement. Preferred-supplier agreements that bundle multiple events increase negotiation leverage; cross-departmental coordination ensures there is no duplicate spend on décor, security, and audiovisual equipment. A fast variance analysis between forecast and actual outlay after every activation will isolate waste in categories like catering overages and overtime labor. Insights feed a rolling vendor scorecard, ensuring that future contracts favour partners who consistently deliver on time and under cost without compromising guest experience.

With a positive business case and a refined cost structure, the final step is replication at scale. Portfolio owners codify playbooks for high-impact formats, including timelines, floor plans, risk checklists, and communication templates. Centralised teams handle creative direction and data architecture, whereas local property managers adapt content to neighbourhood culture and tenant mix. Shared procurement platforms extend volume discounts across the estate, and a unified analytics dashboard benchmarks occupancy uplift, event reach, and tenant sentiment in near real time. In this way, experiential excellence becomes a repeatable capability, transforming isolated pilot successes into a network-wide engine that compounds loyalty and financial performance across multiple assets.

As a practical case study (2016–2020) at City Capital Group (CCG) across the market-mall Darynok and the Art-Zavod Platforma creative cluster, an event-led asset strategy was deployed covering ATL/BTL planning; campaign execution; market research with KPI reporting (traffic, engagement, ROI); digital channels (social, websites/UX, PR); budget stewardship; and leadership of a 17-person team. Representative programs included a seasonal Summer Park at Darynok that drew 50,000 visitors and increased tenant sales by 15%; a winter New Year City festival that added 10,000 visitors and raised social engagement by 20%; and a car-raffle promotion that pushed weekend peaks up to 45,000 visitors while lifting sales by 10%. Digital cross-promotion for recurring festivals at Art-Zavod Platforma expanded online reach by 30% and supported ~100,000 attendees annually, while a Darynok Business School format institutionalized community engagement. Together, codified programming, digital amplification, and sponsor/tenant co-activation translated experiential design into measurable gains in traffic, sales uplift, and loyalty across these assets.

Conclusion. This study confirms that as consumer expectations shift from basic functionality toward memorable experiences, event marketing in commercial real estate takes on a strategic role. Global polling data demonstrate that a significant share of the audience assesses properties beyond price and location, but also by the quality of social and emotional experience. Therefore, events become an immediate instrument in the tenant satisfaction uplift, hence the lease renewal factor and asset income protection.

A case study proves that the practicality of the events approach can only be achieved with three major elements, i.e., audience segmentation and matching of formats, development of co-branded partnerships, and digital infrastructure for data collection and analysis. When these components are operated in unison, they transform events from being a marketing expense into a systematic lever for strengthening loyalty and stability of rental flows.

The social impact of events lies in the development of individual identity and communal belonging within that space. Events change buildings into places, weaving professional and personal networks together so strongly as to create a feeling of attachment that reduces willingness to relocate. The economic impact finds its voice in higher renewal probabilities, lower vacancy rates, plus margin improvement backed up by quantitative studies linking increases in tenant satisfaction to these very same financial outcomes.

Event calendar management has to be considered as a prototype in life and managed systematically to achieve this effect. Feedback cycles on quantitative and qualitative metrics enable the organizers to adjust the formats according to changing cultural and behavioral contexts so that relevance and effectiveness are maintained. On the other hand, economic rationality is achieved through structuring the budgeting process together with scalability ensured by portfolio practices, thus making replication of successes possible from model to model across various assets.

Thus, event marketing in commercial real estate is not just a way to talk with tenants but becomes a joint part of managing the asset. It produces measurable gains in loyalty and financial resilience, turning buildings from functional spaces into centers of social life and sustainable interaction.

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