Articles and essays

# The Importance of Digital Marketing in the Disclosure of the Events Calendar in Santa Vitória do Palmar/RS City under the View of the Community

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## Abstract

The events calendar is a tool widely used by public and private institutions in order to publicize and promote events. With the development of technology, its online form has contributed immeasurably to the expansion and reach of the target audience, since news are disseminated in real time with communication through the internet, especially in social media. In this sense, the focus of this study is to verify the importance and real need of an online event calendar for the community of the municipality of Santa Vitória do Palmar / RS, located in the extreme south of the country. The research carried out is exploratory and has descriptive character, its approach is quantitative and qualitative, and data collection was performed through a semi-structured questionnaire. As a result, we noted that a calendar of online events would be very beneficial to the community, which is often unaware of the prominent occurrence of an event, as well as to find information about the annual programming in a more agile and reliable way. The inefficiency of the media in certain places of the municipality was also verified, requiring information on the events calendar to be also disseminated in printed form.

**Keywords:** Events. Events calendar. Digital Marketing.

## Resumo

### A Importância do Marketing Digital na Divulgação do Calendário de Eventos do Município de Santa Vitória Do Palmar/RS sob a Ótica da Comunidade

O calendário de eventos é uma ferramenta muito utilizada pelas instituições público e privada com o intuito de divulgar e promover eventos. Com o desenvolvimento da tecnologia, sua forma online contribuiu imensuravelmente para a ampliação e alcance do público-alvo, pois a comunicação por meio da internet faz com que as notícias se disseminem em tempo real, sobretudo a partir da utilização das mídias sociais. Neste sentido, o foco deste estudo é verificar a importância e real necessidade de um calendário de eventos online para a comunidade do município de Santa Vitória do Palmar/RS, situado no extremo sul do país. A pesquisa realizada é do tipo exploratória de caráter descritiva, sua abordagem é quanti-qualitativa, e a coleta de dados foi realizada por meio de um questionário semiestruturado. Como resultados, constatou-se que um calendário de eventos online seria muito proveitoso para a comunidade, a qual muitas vezes desconhece a ocorrência proeminente de um evento, bem como para encontrar de forma mais ágil e confiável informações sobre a programação anual. Apurou-se

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também a ineficiência dos meios de comunicação em determinados locais do município, necessitando desta forma que a informação sobre o calendário de eventos seja também divulgada de forma impressa.

**Palavras-chave:** Eventos; Calendário de Eventos; Marketing Digital.

**Resumen**

**La Importancia del Marketing Digital en la Divulgación del Calendario de Eventos en la Municipalidad de Santa**

El calendario de eventos es una herramienta ampliamente utilizada por las instituciones públicas y privadas con el fin de difundir y promover eventos. Con el desarrollo de la tecnología, su pedido online ha contribuido enormemente a ampliar y llegar al público objetivo, ya que la comunicación a través de internet hace que las noticias de la difusión en tiempo real, sobre todo por el uso de las medias sociales. En este sentido, el objetivo de este estudio es evaluar la importancia y la necesidad real de un calendario online de eventos de la comunidad en el municipio de Santa Vitória do Palmar/RS, que se encuentra en el extremo sur del país. La investigación es de carácter descriptivo exploratorio, su enfoque es cuantitativo y cualitativo, y la recogida de datos se realizó mediante un cuestionario semi-estructurado. Como resultado, se encontró que un calendario de eventos en línea sería muy beneficioso para la comunidad, que a menudo se pierde la ocurrencia de un evento importante, así como para encontrar una información más ágil y fiable en el calendario anual. Además, se averiguó la ineficacia de los medios de comunicación en ciertos lugares de la ciudad, por lo que requiere que la información sobre el calendario de eventos también se difunda en la forma impresa.

**Palabras clave:** Eventos. Calendario de Eventos. Marketing Digital.

## INTRODUCTION

In all human history there have always been events to entertain and educate the people, and every day events are improved in all areas. Among many definitions of events, Britto and Fontes (2002, p.20) conceptualize it as "the sum of efforts and actions planned with the objective of achieving defined results with its target audience."

According to the Economic Dimensioning of the Event Industry in Brazil, the event market grew in the last 12 years on average, 14% a year, adding the country's GDP share of 3.1% in 2001 to 4.32% %, in the year 2013. In terms of relevance of the events sector in relation to the employment generation, income and taxes, the number of employment generators increased from 7.5 million, with income estimated at R$ 209.2 billion and taxes higher than R$ 48 billion (ABEOC; SEBRAE, 2013).

The location to hold events has great importance for the native population, since it brings entertainment, education, socialization, generates employment, among other aspects when it is easily accessible. Leisure is already part of human rights, therefore, the need for distractions and entertainment that help people relax in the stressful daily routine is clearly important. For tourists, events also have significant importance, because when travelling in vacation, people look for fun and entertainment, and a city with greater diversity of events becomes more attractive. In this way, everyone wins: the municipality with taxes, the

local population with entertainment and meeting new people and cultures, and tourists for having some rest and fun.

For events, the calendar is defined as a publication produced by public and/or private institutions with the purpose of adding data linked to events, such as date, location and area of expertise, planning an organization to avoid event conflicts (CASTELLI, 2006). The existence of an events calendar helps not to occur the overlap of events, harming organizers for losing public, considering they could hardly achieve their goals with two events occurring at the same time, in the same municipality. Having an up-to-date events calendar, which contains all the data necessary for people to organize themselves in advance, is something that brings tranquility and credibility to the event, enabling to better organize and reach a larger audience through the correct and anticipated information.

Digital marketing has a great influence on the events sector, as it facilitates the user's approach to information using the internet. The disclosure of an event occurs very quickly through digital marketing, facilitating for both the promoter of events and for those who wish to inform and participate. According to Chleba (1999), digital marketing has seven forces that must be analyzed when putting it into practice: interactivity, personalization, globalization, integration, approximation, convergence and democratization of information

The online word of mouth communication is inserted in digital marketing, which is extremely efficient, considered the largest forms of information that exists, especially in small municipalities where people communicate and learn about events through relatives and friends. When this information happens virtually by social media, the entire network of contacts has access to information, not restricting only to the closest people.

This survey was conducted in the municipality of Santa Vitória do Palmar, located in the South of Rio Grande do Sul and has an area of $5,244.353 Km^2$. According to the Brazilian Institute of Geography and Statistics (IBGE), in 2010, it had 30,990 inhabitants and the estimated population of 2015 was 31,436 inhabitants. Santa Vitória do Palmar has two beaches: *Hermenegildo* Beach and *Barra do Chuí* Beach, the second one is in the southern end of the territory, where it borders Uruguay. It also has the *Taim* Ecological Station and, together with the municipality of Chuí, there is the largest complex for wind power generation in Latin America, which is the *Campo Neutral* Wind Complex, Wind Farm of *Geribatu do Hermenegildo and Chuí*. The town is bordered by two large lagoons, *Lagoa Mirim* and *Lagoa Mangueira*.

When researching the events calendar of the municipal government of Santa Vitória do Palmar, it was not possible to find it. Thus, the need to create an online event calendar that can reach the greatest number of people is a research problem. To verify the indispensability of having an events calendar for the community of *Santa Vitoria*, a field survey was carried out between April and June of 2016 with the residents of four different regions of the municipality.

Emphasizing that in 2014 the Technology in Events course was created on the Federal University of Rio Grande campus, located in the municipality, which already has former undergraduate students. This fact is relevant in the professionalization of events that are already held annually, and in encouraging the emergence of new events.

## ORIGIN AND CONCEPTS

The calendar, in its generic word, deals with an eminently cultural object, a privileged encounter field of popular and erudite cultures. The calendars appear in miniatures and sculptures in the middle ages, becoming desired by the great masters and wealthy bourgeois. The Chinese offered calendars to the vassals to remind them about the weather and taxes paid (Le Goff, 1982).

The calendar comes from the earliest times always linked to beliefs and astronomical observations. In the Old Testament it says: "God said, 'Let there be lights in the dome of the sky to separate the day from the night. They will mark events, sacred seasons, days, and years. [...]'" (Genesis, 1, 14). This shows a clear division of time, as for the formation of a calendar, with the division of days, weeks, months, and years. Astronomers were the main responsible for the changes made in the calendars over the years (Le Goff, 1982).

As Le Goff (1982) explains about the history of the calendar in this and the next few paragraphs, in China, the elite's preference for the calendar instrument was so large that it became the subject of an autonomous science, as seen in the great encyclopedia of the 18th century, the T'u-Shu Chi-Ch'êng (collection of paintings and writings).

Julius Caesar, in 46 BC did reform the Roman calendar, influenced by Sosigenes of Alexandria, and the 1st day of January in the year 45 BC began to operate the new calendar, called Julian, that represented a radical reform in the traditional Roman calendar, which was named *sixth* in early March, so it was called *twice-sixth*. Indeed, the February was a grim month devoted to gods of hell, with a duration of twenty-eight days. Even in Rome, religious and political power were closely connected, therefore the first calendar is assigned to Numa Pompilius, that was the founder of the rites and religious institutions, and that the calendar control was necessary for religious authorities to control religious life.

The calendar occupies a very important place in the early centuries of Christianity by showing a relevant importance to the Christian Church. Speculations concerning the sacred calendar play an important role in the birth of the theological and philosophical system, for example we have the Alexandrian Basilides at the beginning of the second century. This date acquires an essential importance for the Roman calendar: the Easter Sunday, the day that Christ resurrected. The Roman Catholic Church has managed to impose a reform of the Julian calendar in 1582, from this reform emerged the so-called Gregorian calendar, of Gregory XIII, Pope who acted on the reform.

The Julian, Gregorian and Chinese reforms prove that a reform of the calendar is possible and that it can bring great progress. However, the calendar engages men and the whole society in the aspects of their life and in their individual and collective history. For a calendar reform to succeed, it must first respect the history (Le Goff, 1982).

For the events sector, the calendar is a calculation and agglomeration system of days, which tends to notice the civilized needs of a culture, that is, event calendar is the characteristic affluence of planned events (Denardin, 2013).

The choice of events generates an image for the tourist, while it stimulates the receptivity of the destinations, increasing their results in the receiving

community. However, only with complete and correct data in the events calendar that people will enjoy the destination as well as cultivate an interest in it. The fact that prudent and characterized elaboration of an events calendar develops the number of visitors, indicates opportunities for economic activities, promotes the generation of employment and income, directly discloses a place or region, minimizes tourist seasonality and broadens the collection of taxes is important to emphasize (Denardin, 2013).

The event calendar allows you to sort the event dates to prevent possible overlaps of some related events. The overlaps are damaging to the groups involved. For example, the execution of National Congress of Hospitality and Tourism takes place on or near the same date, can divide the participants (Castelli, 2006).

For Zitta (2013), the calendar must have the complete event schedule, with dates, times, location, social, recreational and tourist activities, responsibilities, containing all the necessary information to the public. The calendar should present the scope of the event to its target audience, transmitting necessary information such as: the title of the event; the distributed dates of time and space; the extension; location, the company that will promote it; its sponsors, supporters and collaborators; as other important aspects to be followed.

Numerous calendars of events are published periodically with the basic purpose of spreading a range of achievements. The main objectives of the events calendar are, according to Britto and Fontes (2002): to provide a complete schedule panorama, with many traditional attractions of the city, such as the folkloric festivals, the technically produced events, that is, agricultural fairs; to coordinate the publicity actions necessary to reach the achievements; to choose events with an interest in the tourist and population demands; to demonstrate necessary information for both the user and those who wish to extend and develop their business by these calendars; probability of statistical surveys of the various achievements, by location, month, technical characteristics, among others. Martin (2007) highlights the main objectives of the events calendar preparation, such as: its strategic importance in reducing seasonality, through an increase in the visitors flow or target audience; to be one of the main and competent instruments of promotion and dissemination of a locality schedule; to develop and guide the necessary publicity and promotional actions; to gather events of the expected target audience interest; to a tourist destination, it facilitates the visualization of the precise governmental reaches for the events reception by the municipality, as the accomplishment of public works that hinder or avoid the execution of the event, among others. Another aspect to be noticed is the possibility of scheduling in advance works to improve the indispensable public infrastructure and improvement in the visualization of the events in the occasion, facilitating their coordination and preventing the overlapping of simultaneous events that could make the tourist destination unfeasible by the capacity of the local infrastructure. In addition, it can be consulted when a date of an immediate event is needed (Martin, 2007).

The calendar and date chosen are two important topics when it comes to the theme of events and their capture. The first with the commitment of a team, from planning to publicizing. The second directed to the success or failure of an event (Britto & Fontes, 2002).

The events calendar, when made on the Internet, presents a greater effectiveness and intensity for the publication and tourist publicity. Commonly, the homepage of the municipal public administration organs shows it. When extremely sophisticated and structured, it can be used by Convention & Visitors Bureaux, as well as by the Government (federal, State and municipal), to generate and publish tourism destinations.

A model[1] used in the *Iguassu* Convention & Visitors Bureau (ICVB) is exemplified in Chart 1. Note that the form of use is adapted according to each administration type.

**Chart 1 –** ICVB 2016 Events Calendar, of June and July.

| Range | Beginning | End | Year | Event | Pax | Location: | Captured/ Supported |
|---|---|---|---|---|---|---|---|
| National | June 1st | June 3rd | 2016 | 1st International Conference and Fair on Thermal Conversion and Biogas Solutions | 1,200 | Rafain Palace Hotel & Convention | Supported |
| Regional | June 4 | June 6 | 2016 | XI South Brazilian Congress of Acupuncture | 200 | Bourbon Cataratas Convention & SPA Resort | Captured |
| National | June 8 | June 11 | 2016 | V South Brazilian Congress of Family and Community Medicine and VII Congress of the Southern Cone Family Medicine | 700 | Golden Park Internacional Foz | Captured |
| National | June 15 | June 17 | 2016 | 50th National Congress of ABIPEM (Brazilian Association of State and Municipal Social Security Institutions). | 1,000 | Bourbon Cataratas Convention & SPA Resort | Captured |
| National | June 15 | June 17 | 2016 | Festival of the Falls Tourism – *Foz do Iguaçu* Travel Market | 6,000 | Rafain Palace Hotel & Convention | Supported |

*(continues...)*

1. Only two-month model, extracted from the *Iguassu* Convention & Visitors Bureau website.

**Chart 1 –** Continuation

| Range | Beginning | End | Year | Event | Pax | Location: | Captured/ Supported |
|---|---|---|---|---|---|---|---|
| ICCA | June 19 | June 23 | 2016 | 5th International Conference on Engineering Optimization | 250 | Rafain Palace Hotel & Convention | |
| Regional | June 23 | June 25 | 2016 | XX Southern Cone Meeting of Rheumatology | 3,000 | Bourbon Cataratas Convention & SPA Resort | Supported |
| ICCA | June 26 | June 30 | 2016 | 8th International Conference on Bridge Maintenance, Safety and Management – IABMAS | 700 | Bourbon Cataratas Convention & SPA Resort | Captured/ Supported |
| ICCA | July 10 | July 13 | 2016 | 21st International Chromosome Conference – 21st ICC | 500 | Rafain Palace Hotel & Convention | Supported |
| International | July 4 | July 8 | 2016 | 1st Joint Meeting ISCE/ ALAEQ | 300 | Recanto Cataratas - Thermas, Resort e Convention | Supported |
| ICCA | July 4 | July 9 | 2016 | 32nd Annual Meeting of the International Society of Chemical Ecology – ISCE | 300 | Recanto Cataratas - Thermas, Resort e Convention | Supported |

**Source –** Iguassu Convention & Visitors Bureau (2016).

The event calendar is a tool for increasing and publicizing a company, place, region or country. It composes the events description, such as customs or attractions that will be designed to be effective in a certain place or region, that complies the time period. Therefore, the main objective of the calendar is to disseminate the events to the general public or to the specific public, however, it depends on the profile of an event or type of event to be held (MARTIN, 2007).

For the scheduling of the events calendar, Britto and Fontes (2002) explain that must be considered: the survey and analysis of market needs; the option to use the events calendar; the preparation of a calendar draft; the prospecting

of external events to complete the calendar; the creation of internal events to complement the calendar; the promotion of the prepared calendar; the support and financial cooperation to the calendar implementation staff; the political and technical support from the local tourism representative body to the implementation of the events calendar (Britto; Fontes, 2002).

Martin (2007) complements with some preparation criteria of a calendar, such as: definition of the target audience; coverage area; content ordering; economic feasibility; distribution; sale; circulation; presentation and content. Besides these criteria, it is necessary to think about the various forms of content ordering that may exist, by: comprehensiveness; chronology; economic activity segment or professional segment; alphabetical order; location; interest area; typology.

The calendars in fact allow an easy and quick access to the event that will happen in a certain space or place, as it contains all the necessary information about the event in a single reference tool. They also promote the execution of statistical data, due to their target audience as for the tourist and market trade, such as, all events by professional groups, periods with the highest index of events, among others.

The events calendar of a municipality or region is necessary for the dissemination of events, to have as a reference, being a quick and facilitative consultation. According to Martin (2007), the benefits attributed to the municipality regarding the use of the events calendar, which is one of the main tools used by Convention & Visitors Bureaux and governments, with its municipal, state and federal coverage, are:

1. Expansion of the number of visitors: with the improvement of the destination disclosure, tourists and the consumption of goods and services on the spot are added;

2. Creating opportunities: it increases travel possibilities and movement in the tourist trade. It impels local commerce; maintenance and stimulation of employment levels, both tourism and other sectors of goods and services are stimulated, since tourism reaches more than 50 different economic sectors;

3. Spontaneous disclosure: the disclosure that is not paid for its benefit. That is, it involves all the news, spread in any media, which has spontaneous generation by the press. If there is an interest of the population or the target audience in the event, the calendar attracts attention from the media, which will be interested in releasing it for free; increase of tax collection: when developing consumption increases taxes collection.

## DIGITAL MARKETING DIRECTED TO THE EVENTS

Event marketing is different from advertising, promotion, point-of-sale or public relations advertising, but it generally incorporates elements of all these communication tools (Crescitelli; Shimp, 2012). According to Paiva and Neves

"[...] the term Event Tourism has been used to describe this situation, given the development of systematic marketing of special events as tourist attractions" (2008, p. 4).

Within classic marketing are traditional media, such as newspapers, radios, TV, magazines, telephone and internet. With technological development, the marketing options have expanded, citing some tools such as social media and networks, sponsored links, e-commerce, mobile marketing, among others.

Torres (2010) defines digital marketing as a set of advertising and marketing methods used on the Internet and to analyze a new way of behaving when users are browsing the network. They are actions used on the web to provide a contact between the company and the client.

Boaria (2013) says that the use of digital marketing is essentially to launch content in digital channels such as blogs, websites and social media (social networks like Facebook, Google+, Twitter, Linkedin, Slideshare, Instagram), which have the power to convey a message in a decentralized way to the mass media and to propagate content while allowing some analogy with other people, such as games, applications and also the paid way, through banners, ads or various paid content published on the internet.

As Torres (2009) explains, the smartphone is an undeniable success and has become a mobile platform that enables the transmission of text messages, called torpedoes or SMS. The creation of iPhone, with its new definition and technologies, has accelerated the market pace, due to the arrival of smartphones, with all the functionalities that make up the computer. Whatsapp application has improved communication further, because even without a mobile area, with WIFI it is possible to communicate.

According to Crescitelli and Shimp (2012), the communication known as word of mouth (direct or online) has a significant multiplier result. This communication is influenced by an opinion leader (person placed on the social network of family, friends and acquaintances with a control on the attitudes and behavior of other individuals). Opinion leaders exercise several important roles: they communicate to others about products, give advice, and restrict the risk to the listener by buying or using a product and providing practical feedback to approve or support decisions that followers adopt. Thus, an opinion leader "is an informant, a persuader and a confirmer" (p. 463).

Another important aspect of digital marketing, in relation to online personal or word of mouth influence (electronic word of mouth or e-WOM), when word of mouth communication becomes digital, the Internet infers new forms of research, to interpret the information, and activates it to recognize the influence that a consumer may have (Boaria; Anjos; Raye, 2014). Fotis, Buhalis and Rossides (2012) and Manap and Adzharudin (2013) support this idea when they say that e-WOM attracts tourists.

Each touristic destination or municipality must have an annual events calendar to be shared, so it can become an "online word of mouth", since it is the source of information that expresses different facts and customs, transmitting a denser valorization knowledge, which evidence the attractions. In the events calendar, the schedules within the city annually are noted, which is characterized by the dissemination and publication, promotion and marketing of this location and of its charms.

## METHODOLOGY AND DATA DISCUSSION

This study is a survey of exploratory type of descriptive character by proposing to identify and verify the importance of an online events calendar for the community of the municipality of Santa Vitória do Palmar/RS, covering aspects of your characterization and essentiality of digital marketing in the dissemination of the events. To achieve this goal, a field survey was conducted in the local community from April to June 2016, covering four locations as presented in Table 1, totaling 67 respondents, representing the sample of the research.

**Table 1 –** Search Sample

| Location | Sample |
|---|---|
| *Hermenegildo* Beach | 11 |
| Spa Town *Barra do Chuí* | 9 |
| Downtown SVP | 26 |
| *Campanha* (country side) | 21 |

Note 1 – SVP: abbreviation of Santa Vitória do Palmar

**Source –** Elaborated by the authors.

Note that the universe of *campanhas* (or farms) are 35, and 11 agreed to participate in the research, namely: *Alvorada*, *Espinilho*, *Índia Morta*, *Granja Geribatu*, *Granja Mangueira*, *Granja Mirim*, *Curi*, *Granja Darci Zanetti*, *Vila Anselmo*, *Vila Ipiranga*, *Josapar*, where 21 interviewees were reached in the local community.
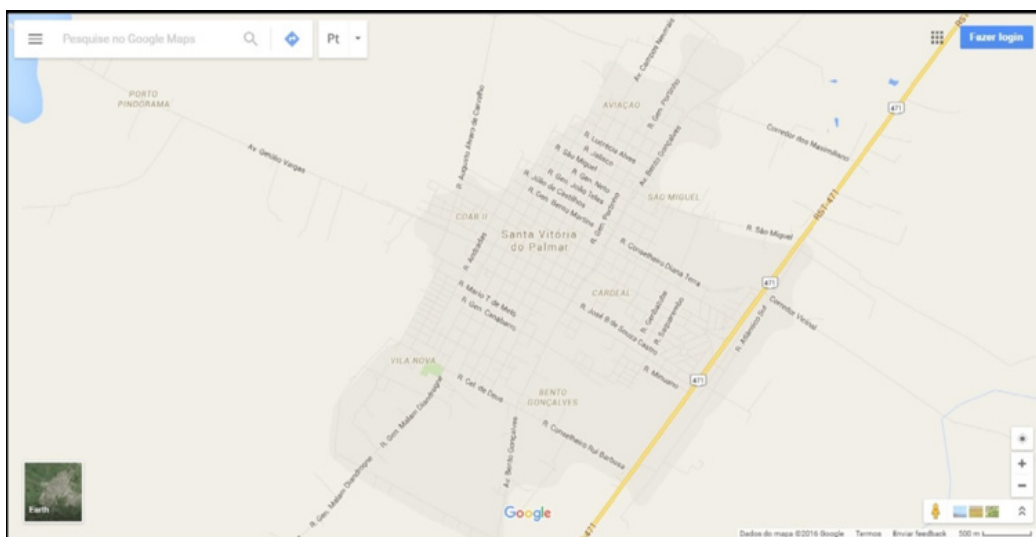
Figures 1 and 2 show the territorial distances and its different characteristics

**Figure 1 –** Location of Campanhas/Fazendas Santa Vitória do Palmar/RS which participated in the research
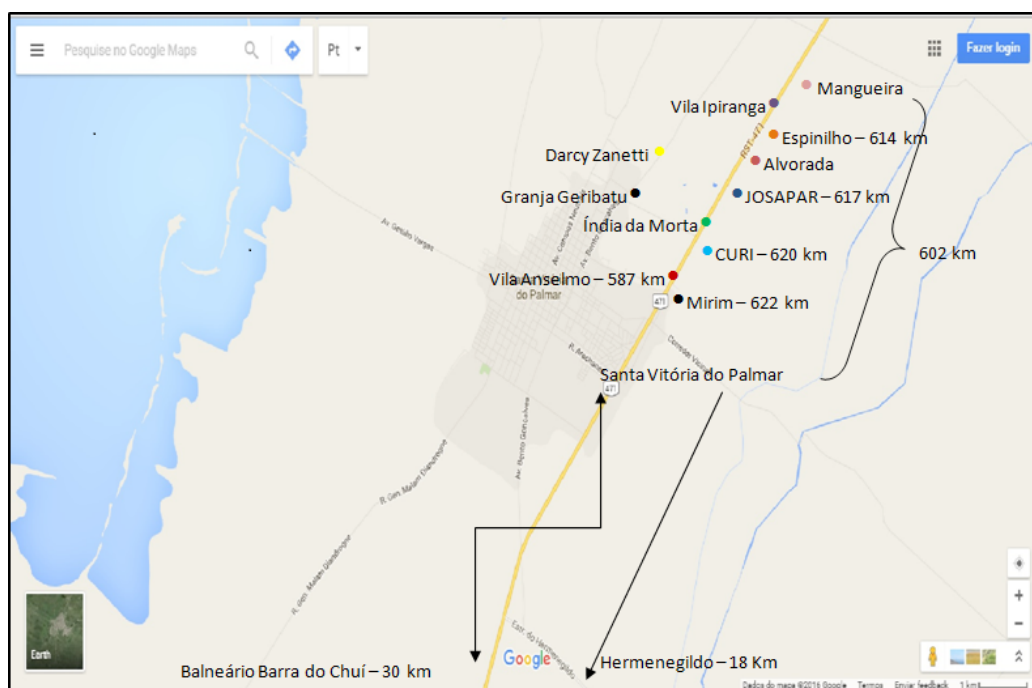


**Source –** Google Maps (2016).

**Figure 2 –** Location of Santa Vitória do Palmar/RS - Region Urban Downtown



**Source –** Google Maps (2016).

In Figures 1 and 2 it is possible to identify that the distance from downtown the municipality to the *campanha* or farthest field participating in the survey is 59.5 kilometers; *Barra do Chuí*, the most distant beach, is 30.8 kilometers from downtown SVP. Note that in this study were considered these four geographical points to better diagnose the profile of the target audience, besides identifying how communities of these four sites receive information about upcoming events.

For a better identification and credibility of the applied questionnaires, personal questions were asked, tracing the profiles of respondents as presented in Table 2.

**Table 2 –** Respondents characteristics of the survey sample.

|  | N = 67 | % |
|---|---|---|
| **Gender** | | |
| Female | 42 | 62.68 |
| Male | 25 | 37.31 |
| **Age group (years)** | | |
| 18 to 20 | 4 | 5.97 |
| 20 to 29 | 16 | 23.88 |
| 30 to 39 | 15 | 22.38 |
| 40 to 49 | 15 | 22.38 |
| Over 50 years old | 17 | 25.37 |
| **Schooling level** | | |
| Incomplete Elementary School | 17 | 25.37 |
| Incomplete High School | 6 | 8.95 |

*(continues...)*

**Table 2 –** Continuation

|  | N = 67 | % |
|---|---|---|
| Complete High School | 8 | 11.94 |
| Vocational Technical Education | 1 | 1.49 |
| **Schooling level** | | |
| Incomplete Higher Education | 17 | 25.37 |
| Complete Higher Education | 8 | 11.94 |
| Postgraduate studies | 4 | 5.97 |
| Complete Elementary School | 5 | 7.46 |
| Illiterate | 1 | 1.49 |

**Source –** Elaborated by the authors.

Regarding the gender of the sample, only in the *campanha* the male gender stood out over female. Regarding age, in the regions of *Hermenegildo* Beach, *Barra do Chuí* and in *campanha*, respondents are over 40 years old (15 respondents), while in downtown, the majority (10) are between 21 and 30 years old. Regarding the schooling level, only in downtown SVP, 14 respondents have incomplete higher education; the other regions cover complete elementary education and incomplete secondary education.
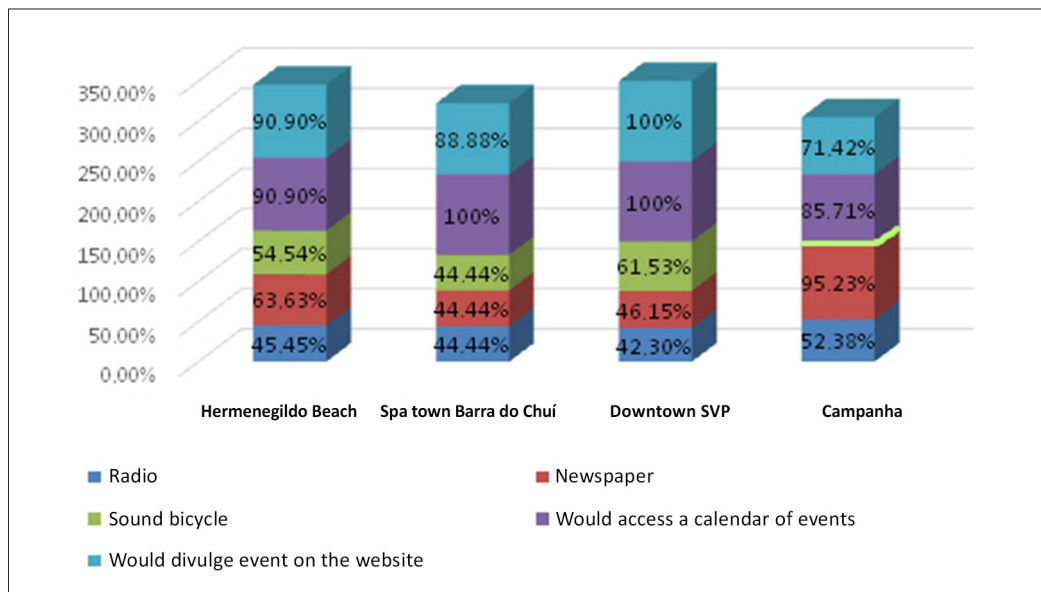
Due to the importance of information and communication technology (ICTs) for the dissemination of events and for this work to address this theme, different questions were elaborated to verify the internet availability and access by the research sample, where it was identified that in some *campanha*s there is no internet access (there is no cell tower or radio internet). In the rest of the sample, all regions have access to the internet.

The sample was consulted about the Internet use equipment, among them, the desktop, notebook and cell phone/smartphone, standing out the smartphone in the Hermenegildo beach, Barra do Chuí and downtown the municipality. When there is internet access, the *campanha* also uses this equipment, corroborating with Torres (2009), who mentions the importance of this equipment in the routine of people.

In addition, this research identified that the most commonly used social media is Facebook, being WhatsApp the second most used. Thus, social networks become important strategic tools for businesses of all sizes and from all sectors of the economy, giving opportunity to benefit from it. Every day, the new client is more connected with the virtual environment and can perform different activities, including online purchases.

The tools used to publicize the events that occur in the municipality have extreme importance to capture the target audience. In this item, respondents highlighted the importance of an events calendar, as shown in Graph 1.

**Graph 1 –** Most used publicizing tools

Given the results presented in Figure 1, note that the majority replied that would access the website with events calendar to inquire about the events schedule in the city. Respondents also responded positively regarding publicizing events on this website. The use of a sound bicycle to publicize events and companies is common in the city of SVP, however, it is identified in this research that this marketing tool does not reach the *campanha*s. The surveyed *campanha* inhabitants of the sample are the ones who read newspaper the most.

To succeed in an event, the target audience must be reached through its dissemination. Thus, to verify if the community is aware of the accomplishment of the events or if it has already lost some event due to lack of information is shown in Graph 2.

Graph 2 shows that in all regions many respondents stated that they have already lost some event due to lack of information/publicizing, with 100% of lost in Hermenegildo beach. Many research participants are unaware of the existence of an Event school in the city, which, during implementation of research, it already existed for little more than two years.

Due to the need to know the importance of events for the community, questions were applied to identify the participation in relation to the events, when the information reaches the community. Table 3 presents results of an open question of the research instrument, to which the community mentioned whether it participates in any event.

In Table 3 region-specific cultural characteristics are highlighted, such as: Festival of *Iemanjá*, Rodeos, Most Beautiful Student, *Chama Crioula, Domingo Imperadores* and Expofair. In addition, more than half of the sample stated that they have participated in events in general, emphasizing the relevance of an events calendar for the municipality.

**Graph 2 –** Publicizing of events
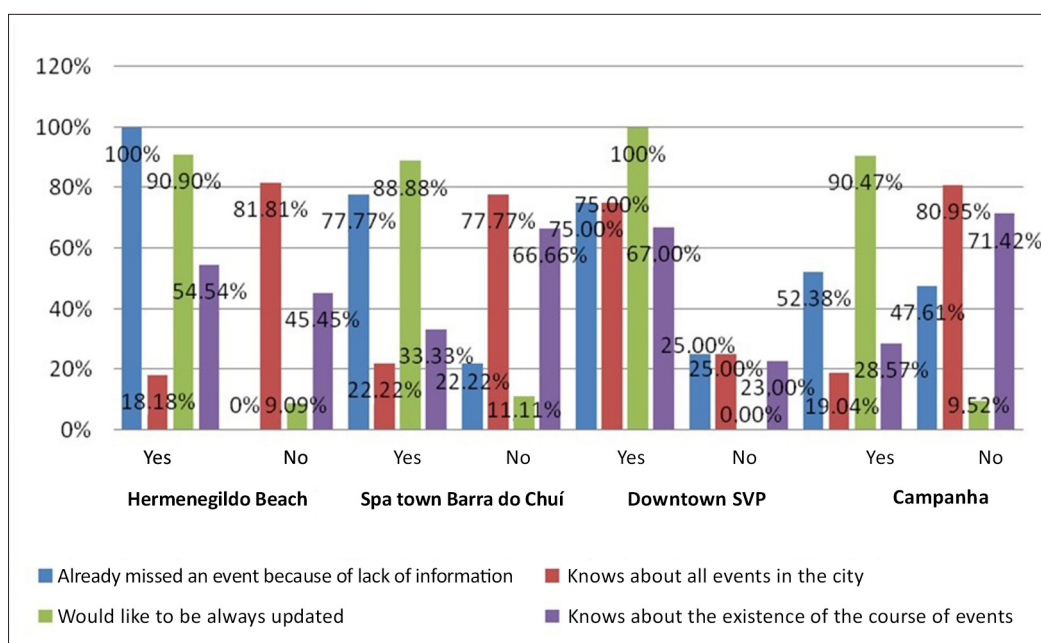


**Source –** Elaborated by the authors.

**Table 3 –** Community participation in events

|  | Hermenegildo Beach Bal. Barra | Barra do Chuí Beach | Downtown SVP | Campanha | TOTAL |
|---|---|---|---|---|---|
| Events | N = 11 | N = 9 | N = 26 | N = 21 | N = 67 |
| Festival of Iemanjá | 1 | 0 | 0 | 0 | 1 |
| Carnival | 1 | 0 | 3 | 3 | 7 |
| Social parties (e.g. dance) | 2 | 2 | 3 | 3 | 10 |
| School Parties | 1 | 1 | 0 | 0 | 2 |
| Club parties | 1 | 0 | 0 | 0 | 1 |
| Music | 0 | 1 | 0 | 0 | 1 |
| Theater | 0 | 1 | 1 | 1 | 3 |
| Rodeo | 0 | 1 | 2 | 2 | 5 |
| Work and school events | 0 | 1 | 0 | 0 | 1 |
| Concerts | 0 | 1 | 2 | 2 | 5 |
| Seminars | 0 | 0 | 1 | 1 | 2 |
| Congresses | 0 | 0 | 1 | 1 | 2 |
| Fairs | 0 | 0 | 1 | 1 | 2 |
| Most Beautiful Student | 0 | 0 | 1 | 1 | 2 |

*(continues...)*

**Table 3 – Continuation**

| | Hermenegildo Beach Bal. Barra | Barra do Chuí Beach | Downtown SVP | Campanha | TOTAL |
|---|---|---|---|---|---|
| College events | 0 | 0 | 1 | 1 | 2 |
| *Chama Crioula* | 0 | 0 | 1 | 1 | 2 |
| September 20 | 0 | 0 | 0 | 0 | 0 |
| Tournament | 0 | 0 | 1 | 1 | 2 |
| Dance | 0 | 0 | 1 | 1 | 2 |
| Expofair | 0 | 0 | 1 | 1 | 2 |
| Lectures | 0 | 0 | 1 | 1 | 2 |
| Best of the year | 0 | 0 | 3 | 3 | 6 |
| Tourist attractions | 0 | 0 | 2 | 2 | 4 |
| *Domingo Imperadores* (dance) | 0 | 0 | 1 | 1 | 2 |
| Scientific Events | 0 | 0 | 1 | 1 | 2 |
| Yes (do get involved) | 5 | 6 | 17 | 17 | 45 |
| No (do not get involved) | 6 | 3 | 9 | 9 | 27 |

To find out how the local community is informed about the events in the municipality, an open question sought to identify the most varied means used, as shown in Table 4.

**Table 4 – How people are informed about the events.**

| | Hermenegildo Beach | Spa town Barra do Chuí | Downtown SVP | Campanha | Total |
|---|---|---|---|---|---|
| Tools | N = 11 | N = 9 | N = 26 | N = 21 | N = 67 |
| Radio | 3 | 3 | 7 | 7 | 20 |
| Social network | 2 | 0 | 4 | 4 | 10 |
| Word of Mouth | 4 | 3 | 17 | 17 | 41 |
| Facebook | 1 | 2 | 5 | 5 | 13 |
| Media | 1 | 0 | 0 | 0 | 1 |
| Internet | 1 | 0 | 7 | 7 | 15 |
| After it happens | 0 | 1 | 0 | 0 | 1 |
| Do not know | 0 | 1 | 1 | 1 | 3 |
| websites | 0 | 0 | 1 | 1 | 2 |
| TV | 0 | 0 | 2 | 2 | 4 |
| Bicycle | 0 | 0 | 1 | 1 | 2 |

*(continues...)*

**Table 4 –** Continuation

|  | Hermenegildo Beach | Spa town Barra do Chuí | Downtown SVP | Campanha | Total |
|---|---|---|---|---|---|
| Posters | 0 | 0 | 2 | 2 | 4 |
| Newspapers | 0 | 0 | 1 | 1 | 2 |
| Folders | 0 | 0 | 1 | 1 | 2 |
| Visual advertising | 0 | 0 | 1 | 1 | 2 |
| Telephone | 2 | 0 | 0 | 0 | 2 |
| No opinion | 1 | 0 | 0 | 0 | 1 |

**Source –** Elaborated by the authors.

Note that in the four regions of the municipality, the word of mouth communication stands out over other forms of communication, with radio station in second in this research, followed by social media.

The local community was also asked about the importance of having an events calendar in the city. In the *campanha* alone, three interviewees mentioned that they do not believe it is necessary; in other regions there was 100% of approval. They added that it is important to be able to plan and it is necessary to publicize the information. Therefore, having an events calendar in the municipality is important for publicizing the events, to have a reference, a quick and easy consultation.

The fact that prudent and characterized elaboration of an events calendar develops the number of visitors, indicates opportunities for economic activities, promotes the generation of employment and income, directly discloses a place or region, minimizes the tourist seasonality and increases the collection of taxes is important to emphasize (Denardin, 2013).

## CONCLUSION

This study sought to verify the importance of an online events calendar for the city of Santa Vitória do Palmar, empowering its dissemination from the digital marketing. Note that there is difficulty in publicizing the events taking place in the municipality, which hinders the population attendance in events.

Analyzing the results of the collected data, it showed the need to implement an online event calendar, since the more access to a correct information source, the more present the community would be in the events. In addition, the events calendar is a consultation source to form an image of both the event and the location, serving to further research.

The events calendar should include all events planned for the current and following years in Santa Vitória do Palmar, whether private or public, but there is no information in the events calendar of the Municipality of Santa Vitória do Palmar. When entering the website, the calendar is not found, only a publication in the Liberal newspaper, specifying a law that approved

the events calendar on January 18, 2016, and that this document is used for budgetary purposes.

At the end of the work, the conclusion is that there is a great need to have more events in the municipality, as it has a great capacity to increase flow of people and of financial resources. Consequently, the importance of an events calendar implementation in the municipality of Santa Vitória do Palmar is noted, due to the population's need to keep updated and to participate in events of which they can easily obtain the information. The calendar still brings a greater publicity for those who want to publicize their events, becoming a great link between the event promoters and fans.

This study is not limited to this article, it suggests the implementation of an events calendar on the city hall's website, containing all the local events (public or private), with date of events implementation, schedules, ticket values (if any) , scheduling, how to participate, location, map, organizers, sponsors, local businesses, restaurants, a city map, including the beaches, useful telephones, among other items. This site may rely on a room for complaints, suggestions and compliments as well as possibility of registration of phones, where stakeholders will receive telephone messages with event details and can be updated even without having access to the internet, that is a problem that occurs a lot within the municipality. In addition to being available on the internet, it will be printed for those who have no contact with technology, as the *campanha*, for example. To publicize an event, a person or company will contact the website administrator via phone or email.

There are also some difficulties found during the research process and information gathering, such as the lack of interest of the municipality's Culture Department (SECTUR) to make available the municipal events calendar. The distances traveled to data collection were another difficulty during the research.

This work is justified for being the pioneer in the city to collect data from four regions distant from each other, despite being in the same municipality, embracing difficulties and reviews of different publics, noting the heterogeneity of responses when comparing one region with another.

The studies being carried out on the FURG campus show that the municipality can benefit from it, with this work being only one from the first group of the Course of Technology in Events that ended in June 2016, training professionals qualified to act in the labor market, thus legitimating even more the importance of this research and of this course in Santa Vitória do Palmar.

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## CONTRIBUIÇÃO

**Francieli Boaria:** defined the research problem and objectives; developed the theoretical proposition; performed the literature review and theoretical framework; chose the methodological procedures; carried out data collection and data analysis; prepared tables, graphs, and figures; wrote and critically reviewed the manuscript and adapted it to the RTA standards.

**Lidiane Caldeira de Souza:** bibliographical review and theoretical foundation; data collection; data analysis; preparation of tables, graphs and figures; writing of the manuscript.