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### Adaptation Strategies and Practices of the Event Center Industry in Nueva Ecija during the COVID-19 Pandemic

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#### Abstract

This study identified strategies and practices of the event center industry. Descriptive research methods were used to describe and determine the business strategies of the event center industry. Most respondents' marketing strategies involve their team using e-marketing and accessible online social media platforms. On the other hand, Respondent's facilities have been rebuilt to inform and remind walk-in clients and personnel of stringent rules. Meanwhile, most respondents developed a disciplined structure for handling receivables and payables and a cash reserve for unexpected needs. They also devised a contingency plan if the target

objectives were not met. The events center industry respondents were able to employ business practices that were appropriate for their operations. They used technology to notify customers in real time about their new service. They also establish and nurture client relationships to reduce customer restlessness and increase their loyalty to the company. Similarly, they keep and recruit the top personnel by offering a payment plan to lessen the risk of losing them. Furthermore, they foster an environment where employees feel a sense of belonging to the organization.

**Keywords:** Adaptation Strategies, COVID-19, Nueva Ecija

#### Introduction

The event center industry stands at the crossroads of innovation and tradition in an era marked by dynamic cultural shifts, technological advancements, and evolving consumer expectations. From hosting corporate conferences and trade shows to serving as the backdrop for memorable celebrations, event centers are pivotal in shaping social and professional landscapes. Understanding, analyzing, and implementing effective strategies becomes paramount as these venues navigate an ever-changing business environment.

The event center industry, characterized by its multifaceted nature, is subject to continual transformation influenced by socio-cultural dynamics, technological innovations, and economic fluctuations. As event organizers, businesses, and individuals seek venues that meet functional requirements and offer unique and memorable experiences, event centers must adapt, innovate, and differentiate themselves. It is all about bringing people together to develop, operate, and be a part of an experience (Silvers, 2004). It is a gathering where a message is transmitted, creating a happening that brings the target group together in time and space (Eckerstein, 2002)<sup>[15]</sup>. The term event describes various events created for various reasons, including art, sports, tourism, social activities, and activities planned by large, professional, and formal organizers (Argan, 2007).

The COVID-19 epidemic has created hurdles and difficulties in several types of enterprises, particularly in the event center industry, one of the most in-demand industries globally. It is backed up by Theocharis (2008)<sup>[64]</sup>, who claims that the event center industry is one of the world's most outstanding corporate sectors with a significant positive economic impact. According to Shapiro (2020), after more than 12 years of economic expansion and growth, those in the events industry face a triple whammy: A global viral outbreak with no immediate treatment, supply-chain disruption, and travel restrictions causing economic crisis and widespread event cancellations. They are all struggling to cope with both short- and long-term issues and scenarios, preparing for various unknowns about how to proceed and recover in the months and years ahead.

In light of these considerations, this study seeks to address a critical gap in the existing body of knowledge by comprehensively examining the strategies and practices that underpin success within the event center industry. This study aims to contribute valuable insights that can guide the event center businesses.

The above-stated situations and conditions of the event center industry in the Philippines and worldwide during this pandemic motivated the researcher to conduct this study. The researcher focused on the situation of the event centers in Nueva Ecija and considered their strategies and practices in terms of marketing, technical, financial, and managerial.

## Literature Review

### *Marketing Strategies of the Event Center*

The event center marketing strategies involve a holistic approach, digital marketing, content creation, strategic partnerships, personalized marketing, and online reputation management. These are the ways of increasing visibility, attracting a wide variety of clients, and guaranteeing success within the competitive event industry.

Digital marketing is essential, as Smith and Brown (2018)<sup>[58]</sup> point out, insisting on having a strong online presence that is achieved by utilizing a well-designed website, active social media, and paid ads. Properly using these tools will go a long way in enabling event centers to propagate their programs to wider audiences, prospect client engagement, and display their offerings. The most valuable, informative, and educational content, according to Davis *et al.* (2019)<sup>[13]</sup>, are blog posts and videos, which will make the conference center the thought leader in the industry and give the owners credibility while attracting clients needing event-planning resources. Johnson and Patel, 2020 state that collaboration with event organizers, local companies, and sponsors can improve marketing reach and simultaneously allow cross-promotion. According to Miller and Anderson, personalized marketing messages and offers increase client resonance, leading to more bookings and satisfaction. Carter and Lee underline that positive online reviews at sites such as Yelp and Google influence the decisions of potential clients. Event centers are able to effectively manage their online reputation and create positive word-of-mouth to achieve trust and credibility with their clients.

### *Technical Strategies of Event Center*

Technical strategies applied in event centers include the latest event software management systems, state-of-the-art RFID technology, mobile applications, virtual reality, and augmented reality. Not to mention the quality audio-visual systems and innovations that facilitate operations, uplifting the experience of various events and helping event centers remain competitive in their business.

Advanced event management software helps optimize the booking, scheduling, and attendee management processes. Smith and Jones, 2019, suggest that customized or tailored software reduces errors and increases productivity due to a superior user experience. Brown and Williams, 2020, contribute that with RFID, while attendee tracking, access control, and cashless payments increase security and crowd management, it brings ease to attendees. According to Johnson and Patel (2021)<sup>[35]</sup>, apps provide real-time information regarding schedules and venue maps, improving attendees' engagement and satisfaction levels. Davis *et al.* continue to talk about virtual tours of a venue and immersive event previews, which set event centers apart as they can provide customers with new and unique experience opportunities. According to Miller and Anderson (2021)<sup>[41]</sup>, state-of-the-art AV technology is an investment that enables event centers to make a case for attracting clients looking for top production capabilities.

### *Financial Strategies of Event Center*

In financial plans, event centers seek cost-effective management and income diversification; innovative pricing guarantees economic sustainability and proactive financial planning. Applied to reality, these strategies could, therefore, put event centers on the right course toward financial stability and success in the long run by showing them the challenges that most explain their sector. Cost-effective management is a core part of event centers' economic strategies. Smith and Brown (2018)<sup>[58]</sup> highlighted that maintenance, utilities, and staffing need careful control of their costs. A proper cost management strategy can enable the event venue to generate more profit and become more competitive during various changing periods.

Some of the strategic financial methods identified include revenue stream diversification. Davis *et al.* (2019)<sup>[13]</sup> say that successful event centers will explore various ways of generating more revenues, some of which include creating other different events, offering additional services like catering or equipment hire, and forming joint ventures. This would help market the event center as versatile and responsive to changing consumer demand, stabilizing its revenues. The work from Johnson and Patel in 2020 identifies the role of event centers with strategic pricing that reflects value. Using pricing models that accommodate competitiveness, client budgets, and peak demand allows event organizers to maximize revenue without hurting customer pleasure. One emerging theme from these articles is financial sustainability. The authors emphasize the importance of maintaining cash reserves for unplanned future events. Managing one's liquidity through establishing emergency funds, reinvesting in the infrastructure, and maintaining a delicate balance between revenues and expenses will help ensure the long-term financial health of event centers. Carter and Lee, in their 2022 study, identify the clearly stated financial goals, the applicability of an efficient budgeting process, and regular assessment of financial performance as significant event constituents of facility financing. Proactive financial planning will let event centers foresee impending problems and make well-informed decisions to reduce risks.

### *Management Strategies for Event Center*

It involves event center management in all its complexities: Customer satisfaction, marketing strategies, operational logistics, and technological advancement.

Smith and Johnson (2018)<sup>[58]</sup> argue that clients' expectations should be known and met by effective communication and tailor-made service provisions. Brown *et al.* (2019) emphasize the use of customer feedback in the fine-tuning of the service and achieving maximum customer satisfaction. Marketing strategies secure clients. Davis and Williams (2020) draw attention to digital marketing, social media, and branding. Effective marketing ensures event attendance, enhances brand visibility, and looks for corporate sponsorships. According to Johnson and Miller, successful events require careful planning, resource provision, and troubleshooting in real-time around staffing coordination, facility management, security, or technical problems that may arise. Chen *et al.* (2021) explain how technology, from event management software to online ticketing systems and virtual event platforms, facilitates communication and simplifies processes in line with the

consumer's dynamic preferences and other industry trends.

### **Marketing Practices of Event Center**

These event center marketing practices are manifold and require a strategic approach, including digital outreach, relationship management, differentiation, and cultural sensitivity. Intuitively, positioning an event center using literature insights would be necessary for its growth and success in a competitive market.

The marketing of event centers cannot underscore digital platforms. Smith and Johnson (2018) assert that digital marketing has revolutionized how people engage with their audience. In that case, social media and an online presence are integral to reaching out to prospective clients. Brown and Williams (2019) point out that active website and social media management increase market share. The authors, Davis and Miller (2020), highlight that customer relationship management, as a priority, increases client satisfaction and promotes repeat business. White and Garcia (2017) mention that collaboration with vendors permits contributing to the offer of a comprehensive package of services and assists in creating great word-of-mouth. According to Johnson and Lee (2021), in-house event planning or customizable packages could make an event center unique. Thompson and Davis, 2019, focused on memorable experiences that brought positive reviews and increased brand loyalty. Robinson and Smith, 2018 postulated that only successful marketing techniques are those targeted toward the local preferences of people within the cultural context in expressing interest and placing bookings.

### **Technical Practices of Event Center**

Technical practices for event centers concern issues related to audio-visual technologies, facility design, safety and security, software integration, and sustainability aspects. Staying abreast of current technologies and new solutions will ensure seamless experiences and keep that individual ahead of the competition.

A significant technical practice would be the incorporation of state-of-the-art audio-visual technologies. Kim and Chen have pointed out that "state-of-the-art sound systems, large screens, and the latest lighting elevate events and are a business necessity if venues want to remain competitive." In most cases, facility design and layout also play a significant role. Wong *et al.* show that proper spatial arrangements make events more efficient, while flexible seating and modular structures allow adjustment to various event sizes. According to Smith and Brown, 2021, strong security measures should be employed, including surveillance, controlling people, materials, equipment, and emergency plans. With facial recognition and real-time monitoring, advanced technologies in this area are becoming quite common. As pointed out by Johnson and Miller, 2017, these systems support the planning process by scheduling, allocating resources, and communicating with clients, thereby improving planning and execution. As Lee and Robinson put it, environment-friendly technologies and measures of waste reduction help not only to care for the environment but also attract clients who value sustainability.

### **Financial Practices of Event Center**

On this consideration, the financial practices of event centers integrate strategic budgeting, dynamic pricing, effective revenue management, and constant performance analysis as measures aimed at long-term sustainability and competitive advantage.

Budgeting and financial planning are the backbone of efficient event center management. As suggested by Anderson and Smith, 2019, a fully detailed budget needs to be created to include fixed and variable costs. Successful event centers are framed around resource allocation while ensuring operational demands are met without jeopardizing the financial viability of the event center. Budgeting lays the foundation for effective financing decisions. According to Jones and Brown, dynamic pricing models would involve rates moving up and down based on demand and event type to maximize revenue and occupancy rates. The authors caution that over-description may be carried too far, which will eventually kill perceived value and hurt financial sustainability in the long term. Patel and Kim promote tiered pricing, upselling services, and strategic vendor alliances. Event centers that apply dynamic revenue management are more profitable and resilient. Garcia and Johnson, 2021 clearly state the key financial metrics of return on investment and profit margins. Proper performance analysis will, therefore, allow managers to point out areas of weakness and make firm decisions that come with flexibility in changing strategies due to evolving market conditions, thus leading to a link between sound financial management and long-term success. According to Thompson and Davis, event centers are exposed to various financial risks. Economy downturns, sudden expenditures, and a change in market demand are some of the risks an event center might face. Contingency planning, financial reservation, and mitigation measures against the risks raise the ability of an event center to absorb financial shocks.

### **Management Practices of Event Center**

The management of an event center would look at issues bordering on organizational structure, organizational leadership, and customer relationship management. For a business operating in a competitive industry to excel, a flexible structure must be adopted and fashioned with effective leadership and good CRM practices.

According to Smith and Davis, 2019, flexible structures, such as matrix organizations, allow for adaptation. Thus, they enhance communication and coordination. Leadership styles also influence performance; according to Brown and Johnson, 2021, transformational leadership emphasizes vision and inspiration and boosts morale and commitment, enhancing performance. Patel and Lee, 2020, mention that CRM is essential for event centers. Successful CRM involves being cognizant of clients' preferences, keeping them engaged, and responding to feedback. Many benefits accrue from the approach, including repeat business and positive referrals. Continuous staff training in customer service will also be required to maintain high satisfaction levels.

### **Impact of Event Center Industry**

The event center business is part of a multibillion-dollar global industry that makes colossal economic contributions. Events are projects that bring people together for an experience in art, sport, tourism, or professional purposes, such as seminars and conferences at a particular time and in a particular space (Silvers, 2004; Eckerstein, 2002<sup>[15]</sup>; Argan, 2007). As Berridge explains, "events are time delineated specials, explicitly planned to produce an audience with a unique experience or impact that can be measured" (Berridge, 2007)<sup>[5]</sup>, public or private, commercial or charitable, festive or commemorative.

Conventions, expositions, fairs, festivals, hallmark events, hospitality, incentive travel, meetings, conferences, retail events, reunions, social life-cycle events, sports events, and tourism are subfields of the industry. Event management would, therefore, be about coordinating funds, staff, marketing, security, and many other logistical operations.

Event management incorporates detailing and setting objectives, role calls, ownership of tools and processes, and handling of events effectively while paying attention to interdepartmental communication. In the last decade, the growth of events management and event marketing in the tourism and leisure sectors has brought out the need for trained professionals. The business hit several challenges in 2019 with the pandemic outbreak that paralyzed activities.

#### **Event Center Industry During COVID-19**

COVID-19, a virus causing widespread infection, led many countries to impose travel restrictions and movement bans. These measures have heavily affected small and medium businesses, particularly micro businesses. Entrepreneurs face cancellations, closures, and reduced income due to the shutdown of supporting sectors like retail and transportation (Fabeil, 2020)<sup>[47]</sup>.

The event center industry, which relies on large gatherings, has been significantly impacted. Madray (2020)<sup>[33]</sup> reports massive losses due to cancellations and postponements. Goldblatt and Seung-won Lee (2021) note that economic downturns severely affect the event business, necessitating strategic planning for recovery. The industry's profit margins shrank due to reduced sponsorship, higher costs, and decreased revenue. Effective strategies included increased marketing, cost control, and leveraging technology to secure sponsorships and target clients.

Maffioli (2020) highlights the unprecedented global spread of COVID-19, contrasting it with previous outbreaks like H1N1, Ebola, and Zika. As the world's second-largest economy, China facilitated the virus's rapid spread, significantly impacting global commerce.

Khan and Faisal (2020) found that Wuhan's lockdown policy halted various activities, affecting students, workers, transportation, and investment. Baldwin and Tomiura (2020) and Baldwin and Mauro (2020) observed that the pandemic's spread had a detrimental impact on global business exchanges and economic value chains, especially in major economies like China, the US, Germany, Italy, Japan, and South Korea. Koshle *et al.* (2020) identified significant losses in the Indian trade sector due to economic slowdowns and policy implications.

The event sector faced severe disruptions due to travel prohibitions and gathering restrictions (Littlefield, 2020)<sup>[37]</sup>. While canceling events was necessary for safety, it devastated the industry. Adin Moore (2020) and others adapted by innovatively using their event planning skills (Littlefield, 2020)<sup>[37]</sup>. Yudiya *et al.* (2019) emphasize the role of technology in improving efficiency and customer service in event management.

Rutherford *et al.* (2019) explain that pandemics cause economic instability through direct, long-term, and indirect costs. The event industry saw a rise in webinars and virtual events to survive. Russell (2020)<sup>[42]</sup> expresses optimism for the industry's revival, expecting a return to normalcy with live and virtual meetings coexisting.

Choudhary (2020) highlights the significant economic impact of the pandemic on various sectors, with the event industry being one of the most brutal hits. Ogbeide (2020)

<sup>[46]</sup> notes the adverse effects on hotel performance and the broader tourism sector, emphasizing the need for virtual and hybrid event strategies.

Nissar Reshi (2020) suggests businesses adopt long-term strategies to endure the crisis, including cutting unnecessary spending and furloughing staff. Flores (2021)<sup>[31]</sup> reports that SMEs were disproportionately affected, forcing them to adopt new strategies like e-commerce and diversification.

In the Philippines, Shinozaki *et al.* (2021)<sup>[57]</sup> found that strict lockdowns caused massive economic losses, with MSMEs facing steep declines in demand and revenue. Shapiro (2020) recommended halting large gatherings to prevent further spread, noting the severe economic impact on the US economy, including significant job losses and reduced travel-related revenue. It has led to widespread event cancellations and financial and health risks for future events, impacting local economies and industries reliant on exhibitions and tourism.

#### **Crisis Management in the Event Center Industry**

Crisis management involves strategies to handle sudden, significant crises that require swift decisions to minimize harm to an organization. According to Posey (2020)<sup>[7]</sup>, crises can arise from unexpected events or unanticipated consequences of previous concerns, impacting an organization's health, safety, finances, or reputation. The COVID-19 pandemic is a prime example, posing severe financial, health, and safety risks.

Pearson and Clair (1998) describe a crisis as threatening an organization's survival with unknown causes and effects, requiring rapid decisions that could lead to significant changes. Pearson and Clair (1998) define crisis management as the deliberate effort to prevent or address such crises.

In the Philippines, Pabalan *et al.* (2021) highlight that the COVID-19 pandemic extends beyond a health issue, affecting daily routines, religious gatherings, and economic conditions. Small and medium-sized local businesses have suffered significant losses, resulting in layoffs and closures. This crisis has highlighted the importance of ethical leadership and compassion. Business leaders must navigate their challenges and the needs of their employees and communities. The pandemic has underscored the need for ethical practices and cultural sensitivity in business, emphasizing the role of compassion and community support during times of crisis.

#### **Research Problem**

This study aimed to investigate the strategies and practices in the event center industry in Nueva Ecija.

Specifically, it sought to answer the following questions:

1. What are the business strategies of event centers in Nueva Ecija regarding marketing, technical operations, financial management, and general management?
2. What are the business practices of event centers in Nueva Ecija regarding marketing, technical operations, financial management, and general management?

#### **Methodology**

A descriptive research method, along with survey methods, was utilized in this study. The researcher believed that a descriptive research design was appropriate for the study because it sought to answer questions related to describing the business strategies and practices of the event center industry. The respondents of this research study were managers, staff, and employees of the eight (8) selected

event centers located in the province of Nueva Ecija. Purposive sampling was used to determine the study sample. The inclusion criteria to assess the respondents were the following: (1) the event center industry continuously operates amidst COVID-19; (2) at least three years—above several years in operation; (3) registered business; and (4) willingness to participate in the study.

**Results**

**Business Strategies of the Event Center**

The study utilized a questionnaire administered to respondents to investigate strategies and practices within the event center industry. Respondents were asked to provide honest assessments regarding the degree of implementation of various statements that described the business strategies of event centers in terms of marketing, technical operations, financial management, and general management. For analytical purposes, the researcher calculated the weighted mean rating of the responses and the mean of each item in the questionnaire. The summary of their assessments is presented in the following table.

**Table 1:** Business Strategies of the Event Center

Indicators	Weighted Mean	Verbal Description
Marketing Strategies	3.29	A
Technical Strategies	3.50	A
Financial Strategies	3.38	A
Management Strategies	3.42	A
Grand Mean	3.40	A

**Legend:** 3.25 – 4.00: Always (A); 2.50–3.24: Often (O); 1.75-2.49: Seldom (S); 1:00–1.74: Never (N)

The table presents an assessment of the respondents' business strategies for event centers across four (4) indicators, which mainly include marketing, technical, financial, and management strategies. Based on the result, among these indicators, technical strategies attained the highest weighted mean of 3.50, verbally interpreted as "always" about their degree of implementation. This was followed by the management strategies that gathered a weighted mean of 3.42, interpreted as "always." The results highlight efficient operations, strong leadership, and efficient operations within the event center in the locale.

With a weighted mean of 3.38, Financial Strategies showed an excellent implementation of financial management strategies, which ensures resource optimization and financial stability. The Marketing Strategies received the lowest weighted mean of 3.29 among the four indicators. The result in these indicators indicates that these strategies are implemented effectively.

The grand mean of 3.40, described as "Always," indicates a consistently high level of effectiveness across all evaluated business strategies. The results implied that these strategies are consistently and practically applied. Therefore, excellent performance and equilibrium imply a skillful mode of strategic management, which brings about general operational excellence and success in the event center industry. The high point scores on all indicators are proof that Nueva Ecija's major event centers excel in carrying out their business strategies and ensuring technical, management, financial, and marketing strategies. This is indicative of an operational and integrative method that positions it for constant growth and a competitive edge within the market of event centers.

**Business Practices of the Event Centers**

The table presents an evaluation of the business practices of event centers across four indicators: Marketing Strategies, Technical Strategies, Financial Strategies, and Management Strategies. Each indicator is assigned a weighted mean score and a corresponding verbal description based on a predefined legend.

**Table 2:** Business Practices of the Event Centers

Indicators	Weighted Mean	Verbal Description
Marketing Practices	3.22	O
Technical Practices	3.16	O
Financial Practices	3.25	A
Management Practices	3.60	A
Grand Mean	3.41	A

**Legend:** 3.25 – 4.00: Always (A); 2.50–3.24: Often (O); 1.75-2.49: Seldom (S); 1:00–1.74: Never (N)

The results assessed the practices of event centers through four indicators: Marketing, technical, financial, and management practices. The results are presented using the weighted mean and the corresponding verbal description. Marketing practices had a weighted mean of 3.22 and are described as "Often," meaning that these practices are frequently but not consistently employed. Technical practices were rated slightly lower, at 3.16, also falling into the "Often" category, pointing to their regular application with room for best practice.

Financial practices received a weighted mean of 3.25, rated as "Always," indicating that the financial management protocols within the centers were consistently followed. Management practices were rated the highest at a weighted mean of 3.60, with a rating of "Always," which describes strong and consistent leadership and organizational management in event center operations.

The overall grand mean of 3.41, falling into the "Always" category, signifies that the event centers, as a whole, do apply business practices effectively and quite frequently. Even though marketing and technical practices are applied frequently, there is a slight lag compared with financial and management practices, which shows some areas of potential improvement. This can be further enhanced by improving the consistency and effectiveness of marketing and technical practices as a step toward attaining an even higher level of operational efficiency. Generally, the high grand mean may reflect adequate all-around business operation strategies in these centers.

**Discussion**

The effective marketing strategies that the event center is employing are in line with its objectives and target market. Consistent enactment indicates a good understanding of market forces and time-tested principles. Nevertheless, while high means are positive, examining the effectiveness of particular approaches is necessary to distinguish fruitful campaigns, channels, or tactics. However, self-reported data may have limitations as respondents might interpret "always" differently, thus possibly distorting the perception of actual marketing strategy implementation.

The deployment of e-marketing and feedback systems is an indication of the commitment of the event center to contemporary marketing trends, maintaining positions in the market, and addressing the challenges resulting from the COVID-19 pandemic. According to Taherdoost (2014) [29],

internet marketing gave way to several advantages, including better visibility, ROI tracking improvement, and broadening reach; all these are vital in increasing sales and making consumers more aware of the competitive environment in which they operate.

A high and consistent implementation of technical strategies epitomizes a commitment of the event center to operational efficiency. This was operationally an industry that needed technical capability to influence quality service and client satisfaction. The focus on the constant implementation of technical strategies may be interpreted to mean the center values staying technologically competitive. This gives it a competitive advantage since services and customer experience are enhanced, and operations are streamlined.

Among the significant issues, in particular, will be the consideration of the health and safety protocols in the wake of COVID-19. Indeed, following health and safety protocols, as Teten Masduki suggested, can ensure customers are attracted to businesses since they will create an atmosphere of safety and reliability.

Managing receivables is critical to business operations in light of cash liquidity and the ability to meet daily expenses or finance growth. According to Zimon (2021) <sup>[69]</sup>, a company must maintain its financial liquidity and optimize trade credit management policies for profitability and business development.

The findings consider the relevance of business continuity planning, especially in crises like COVID-19. Effective planning in times of crisis, as stated by Duncan (2020) <sup>[14]</sup>, is what keeps the business stable and surviving. If well prepared, the plan enables everyone to know his or her role and responsibility, which is essential during emergencies. What also comes out is outsourcing as a strategy for improving efficiency and growth. According to Pissarides (2020), outsourcing allows a firm to save on non-core spending, reduce the cost of hiring and training, and lessen office space requirements. Outsourcing also flexibly scales the workforce without adding overheads, better utilizing available resources and spurring innovation.

Marketing practices are usually applied routinely but only occasionally at the optimal level. It demonstrates the necessity of marketing tactics to increase exposure and attract more clients.

Advancements in technology provide several benefits to business communication, productivity, and cost-cutting measures. Feroz (2018) <sup>[51]</sup> noted that organizations now utilize advanced technologies, including computers, software, high-speed internet, and IoT, expand from local to international markets, and compete globally. These advancements give many benefits, including increased efficiency and the capability to stand against giant industry players.

The findings indicate that the ability to maintain long-term client relationships means gaining repeat business and positive referrals. Companies with ongoing, positive relationships with their clients are more likely to secure repeat business and attract new clients based on recommendations. Indeed, the Editorial Team in 2021 indicated that data demonstrating the maintenance of close client relations is vital to any client-centric company for financial success and developing positive, long-term relationships. These findings underline the role of compensation in the recruitment and retention of employees. A strong benefits package will not only comprise one of the

crucial turnover reduction factors, but it will also make the employees feel valued, improving their retention. Consistent financial practices reflect the event center's financial stability and reliability, which are essential in maintaining fiscal responsibility and managing resources effectively.

The regularity of financial practices further reflects a commitment to strategic planning and risk reduction, both of which are critical in the events sector, which is replete with many financial uncertainties. Good finance management provides the baseline for strategic infrastructure, marketing, and technology investments to induce long-term growth and competitiveness. Leonard (2019) <sup>[36]</sup> observes that proper compensation and benefits are important in the retention of quality employees and in enhancing employment contracts by responding to key employee priorities.

Effective management offers a chance to meet challenges and provides a suitable environment for the employees to work in, improving their morale and productivity. Perceptions of consistency in management practices will, therefore, portray a commitment to strategic decision-making, which is important in adjusting to changes in the industry to ensure long-term survival.

This fosters the feeling of belonging, safety, support, and connection to the organization among employees. Wiles (2020) suggested that belonging is an essential component of inclusion. Gartner's research validates this by showing a correlation between organizations with high amounts of D&I initiatives and a 20% increase in inclusion, which also leads to higher effort and performance of an employee.

### Conclusions and Recommendations

This study identified strategies and practices of the event center industry. Descriptive research methods were used to describe and determine the business strategies of the event center industry. Most respondents' marketing strategies involve their team using e-marketing and accessible online social media platforms. On the other hand, Respondent's facilities have been rebuilt to inform and remind walk-in clients and personnel of stringent rules. Meanwhile, most respondents developed a disciplined structure for handling receivables and payables and a cash reserve for unexpected needs. They also devised a contingency plan if the target objectives were not met. The events center industry respondents were able to employ business practices that were appropriate for their operations. They used technology to notify customers in real time about their new service. They also establish and nurture client relationships to reduce customer restlessness and increase their loyalty to the company. Similarly, they keep and recruit the top personnel by offering a payment plan to lessen the risk of losing them. Furthermore, they foster an environment where employees feel a sense of belonging to the organization.

It is recommended that the owners and managers of the event center review their current marketing strategy and eliminate anything unnecessary or ineffective. Look over their planned campaigns, social media posts, and email marketing to identify what needs to be modified or removed. Respondents must track and assess sales and revenue daily.

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