

5 The communicative dimension

Learning objectives

- **Understand** the role of **integrated communication in festival management**, including the interaction between institutional, marketing, and internal communication and their respective objectives.
- **Examine** the **structure and functions of a festival communication plan**, identifying key tools, responsibilities, and coordination mechanisms.
- **Analyse** the **factors** that make an **event newsworthy** and apply news-making criteria to increase media coverage and public engagement.
- **Analyse** the **marketing process for cultural festivals**, including analytical, strategic, and operational phases, with particular attention to experiential marketing and brand positioning.
- **Evaluate** the role of **festivals in territorial marketing**, assessing their potential impacts on local development, identity and long-term regional strategies.

The integrated communication system

The festival event is communication in the sense that it activates relationships, represents a culture and expresses itself in an integrated form (Invernizzi, 2000). The communicative dimension (Guidotti, 1998) includes the set of tools used in an integrated communication project, which in turn can be identified in the disciplines of institutional communication, marketing communication and internal communication. There are various targets and objectives to be achieved, and the festival must choose the tool and discipline that is most functional to achieving the expected result on a case-by-case basis. Institutional communication will aim to influence attitudes towards the event, marketing communication will aim to influence purchasing behaviour, and internal communication will aim to influence staff motivation.

Communication is the process that, using different disciplines, tools and means, allows the organisation to present and position itself on the market by influencing the attitudes, behaviour and motivation of its interlocutors.