

THE EFFICIENCY OF THE INFORMATION DISSEMINATION IN AGRICULTURE AREA THROUGH THE PUBLIC RELATIONS (PR) EVENTS

EFICIENȚA MEDIATIZĂRII INFORMAȚIILOR ÎN DOMENIUL AGRICOL PRIN EVENIMENTE PR

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Abstract. *In a changing society where information technologies plays an important role in transmitting news, most times about virtual, events "live" complement a specific type of public access. Usually it is the public who needs a concrete impact, direct meetings. It is for those who invest in agricultural machinery, plant or animal biological material or those who wish to acquire new technologies. This paper aims to highlight the importance and effect of direct events such as "Indagra" to coverage of useful information in the shortest time among those involved that need improvement and efficiency. The purpose of this study is to demonstrate if the events of public relations (PR) may contribute to the transmission of news, if they are effective through the direct impact to the specific audience. The results show that agricultural producers and investors are more receptive to such forms of promotion, implement more easier the technological news because they can test and learn directly about them, are credible.*

Key words: promotion, public relation, events, agricultural technologies, efficiency

Rezumat. *Într-o societate în continuă schimbare, în care tehnologiile informaționale joacă un rol important în transmiterea noutăților, de cele mai multe ori pe cale virtuală, evenimentele „live” vin să completeze cu succes accesarea unui anumit tip de public. De obicei este publicul care are nevoie de impact concret, de întâlniri directe. Este cazul celor care investesc în utilaje agricole, material biologic vegetal sau animal sau al celor care doresc să achiziționeze noi tehnologii. Lucrarea de față își propune să evidențieze importanța și efectul evenimentelor directe de tipul „Indagra” în scopul mediatizării informației utile în cel mai scurt timp, în rândul celor implicați, care au nevoie de progres și eficiență. Scopul studiului este de a demonstra dacă evenimentele de relații publice pot contribui la transmiterea noutăților, dacă sunt eficiente prin impactul direct la publicul specific. Rezultatele arată că producătorii și investitorii agricoli sunt mai receptivi la astfel de forme de promovare, implementează mai ușor noutățile pentru că pot testa și învăța direct despre acestea, sunt credibile.*

Cuvinte cheie: promovare, relații publice, evenimente, tehnologii agricole, eficiență economică

INTRODUCTION

Public attention is a topic of great competition for many organizations that need to be defined by his eyes. Promote products, services, ideas, or holistic

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organization is through the direct involvement of the public, calling a special tool for Public Relations (PR) and Marketing: **organizing events**

“An event is a news generator” (Balaban D., Abrudan M., Farcas P, 2008), improves image of the organization and transmit very useful information by the most direct and accessible manner to the consumers and to the end users. All this is much of the essence of Public Relations Marketing, that organizations tend to use with confidence this time, being more reliable and cheaper.

MATERIAL AND METHOD

The methodology used in achieving scientific article includes both documentary study of specific literature, observation and analysis, and qualitative research based on structured interviews applied to a number of representatives of the event investigated.

RESULTS AND DISCUSSIONS

Starting from what it should include a public event and the methods of evaluation of its success, as recommended by the specific theory, we have investigated one of the events representative of the Romanian agriculture. We wanted to highlight the importance of quality public relations services in the desired success of events, based on my theory-practice correlation.

The aim of a public event represent, most often, **a mix of interests** of the target group and based on **a mix of communication** for the public to obtain its maximum effect, as can be seen from figure 1 (adapted from Stephan Schafer -Mehdi, 2008).

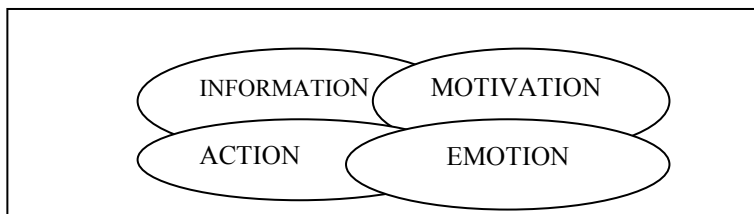


Fig.1. – Combining the four targets of communication within an event

The information must be correlated with those already known to the target group and the public for not to repeat, but to capture. **Emotions** can be stirred up may vary to extremes: rejection and exuberance, with a deep and prolonged effect compared to pure information, to the point. **An honest discussion** with the target audience can lead, given the emotions aroused, to **long-term incentives**. As already motivated and excited, if the group will clearly find out what are **the objectives** for which the event takes place, will know exactly what to do for the organization.

The events help organizations to precisely target the audience through open presentations, usually verbal, through creativity ideas to the fore and through the credibility of those who contribute to their achievement. Organising events, as a PR tool, is included in the current trend crossing from advertising-oriented marketing to a marketing-oriented Public Relations (Ries Al.&L., 2005). Managers of organizations are beginning to recognize the power of public relations strategies to build brands. A

clever company can be positioned during an event on a specific audience and can remain in its mind because of the multitude of means of communication that has impact.

The success of a PR event can be evaluated according to the purpose for which it was organized and the methods can be used are: ***Return on Experience, Enlargement, Emotion and Engagement*** (ROE), in contrast to being the quantitative: ***Return on Investment*** (ROI). It can be search the important parameters: if the event has produced ***motivation***, or ***effects of short / long term***? If the event had ***some meaning for participants***, desired by the organizers.

On top of the events organized for the Romanian agricultural sector are mainly ***the events of presentation***, which we will deal in this article and we will evaluate one of them based on ROE. We illustrate with a ranking of the leading European agricultural exhibitions that editors "FARM" (<http://www.revista-ferma.ro>) and the magazine "Agro-Business" ([http://www.agro-business.ro / tag / exhibitions](http://www.agro-business.ro/tag/exhibitions)) is done as:

1. **„EuroTier”, Hanovra** - The most important agricultural fair in Europe;
2. **„Săptămâna Verde”, Berlin** - International Exhibition for Food Industry, Agriculture and Horticulture;
3. **„VIV Europ” Turcia, Rusia** – exhibition of farm animals;
4. **„VINVEST”, Timișoara** - International Wine Shop;
5. **„AGRARIA”, Cluj-Napoca** - International Fair for Agriculture, Food and Packaging Industry, the flagship for the Transilvania area;
6. **„AGROMALIM”, Arad** – International Agricultural Exhibition organized by the Chamber of Commerce, Industry and Agriculture;
7. **„Intervitis, Interfructa”, Stuttgart** - a top international event focused on technologies related to wine, fruit and fruit juices and distilled;
8. **“Ecoagris”, Iași** - organic and traditional products fair;
9. **„INDAGRA”, București** – International exhibition of equipment and products for agriculture, livestock and food

We chose to study INDAGRA event of great importance during the 15 years for the Romanian market, which attracted not by this, but by the fact that he had a resounding failure in 2010. By applying ROE, we conducted a structured interview intended for some representatives of the companies participating in the exhibition with various tools, technologies or products, and we know which were the main strengths and weaknesses of the event. We first present the objectives, the purpose and the target audience to be able to match them with the results obtained and to draw the necessary conclusions.

In November 2010 took place in Bucharest the XV international exhibition dedicated to equipment and products for agriculture, livestock and food industry, INDAGRA. There were two sections INDAGRA INDAGRA FOOD and INDAGRA FARM. ***The objective of the event*** was attracting a larger number of participating companies and visitors than in 2009 and the degree of internationalization to be higher.

The purpose of the event was the development of Romanian business environment in the agricultural sector by creating new partnerships, launching new brands in the field, to inform the representatives of Romanian companies and investors about the novelties in the field in order to improve the agricultural activity, attracting public attention who visited the fair regarding on the importance of organic food and natural.

The public event: the event was and is dedicated to employers and senior decision makers, technical departments and specialized units of the agro-food students.

Following the structured interview made for this event, we could evaluate it:

1. Negative aspects:

- attended few companies importing agricultural machinery;
- was a complete lack of meat processors
- It was noted that the effectiveness of fair and interest of participants have been lower in recent years that because the organization period of the event have changed repeatedly and also the structure of the event.
- representatives of companies said they had been visited by a very small number of specialists, and the benefits obtained were almost zero.
- some participants noted that the demarcation between Indagra Farm and Indagra Food was not beneficial for many visitors. They have not seen the two distinct exhibitions sale and they were confusing;
- some exhibitors considered that INDAGRA is no for the specialists, ie for their customers, *the event you must not miss it*
- other exhibitors noted that INDAGRA are not any good pictures. Worse, you could say that it has a negative image of "stealing" due to: the people at Romexpo, the prices, the logistical obstacles
- the organization was seen as undesirable and tariffs also.

2. Pozitive aspects:

- ❖ many contracts were signed between representatives of companies attending trade visitors and managers.
- ❖ It is want a clearer delineation of the agricultural food industry, the two majors specializations be namend: INDALIM or ALIMENTA and INDAGRA FARM;
- ❖ s-a coștientizat faptul că târgul ar trebui organizat mai rar, din doi în doi ani, pentru a crea cerere de informații mai mare și public mai numeros; rata apariției de noutăți în domeniul mașinilor, utilajelor și tehnicilor alimentare este de 2-3 ani.
- ❖ it was realized that the fair would be held less frequently, at every two years to create demand for more information and the wider public; rate of emergence of innovations in machinery, food machinery and techniques is 2-3 years.
- ❖ the organization of 2 in 2 years would allow a fair INDAGRA better coordination with other international fairs in Eastern Europe.
- ❖ is intended knowledge of customers' wishes to better understand what are the optimal solutions.

- ❖ is found that the number of specialists who visited the stands of specialized equipment has led to increased activity after the fair;
- ❖ the participation of a large numbers of customers from Moldova Republic was observed, demonstrating that this is a very important area for agricultural business.
- ❖ trainings held have been very popular to customers to understand how the use of equipment and technology
- ❖ It was noted a very large audience for each demonstration performed live
- ❖ some companies have also offered demonstrations in the customer production departments, which is very important to finally convince them of the equipment quality of equipments and for long term cooperation in the field.
- ❖ some participants with various exhibits recognized that INDAGRA help them to promote their business image, over the time of fair;
- ❖ It suggests improving the promotion event to be known and to enrich it with exhibitors and visitors.

The statistical figures that INDAGRA event has achieved its main objectives, as can be seen from the following situation:

Table 1

The evolution of the event parameters INDAGRA			
Parameters/ Years	2008	2009	2010
No. Participating Companies	579	491	585
- romanians	307	304	351
- foreign	272	187	234
Degree of internationalization	47%	41%	40%
No. of participating foreign countries	23	20	23
No. of visitors	39.000	30.000	42.000

So we can talk about success in terms of objectives: in 2010 was attended by 19.5% more than 2009 participating companies, the number of foreign participants was compared with that of 2008, although in percentage terms decreased the degree of internationalization. The number of visitors increased by 40% in 2010 compared to 2009.

CONCLUSIONS

While that number, seems a successful event, ROE analysis based on qualitative instruments such as structured interviews and content analysis of press articles, shows that the situation is different.

The purpose of the event was not reached, only a proportion of 25-30%. There have been too few contracts with firms that have participated in the fair INDAGRA. Some of the key players on the Romanian market (processors) were absent. Many participants said they were dissatisfied with its organization and structure always different, somewhat puzzled. Also noteworthy was the frustration of all the organizational period. The purpose of the event was not reached, only a proportion of

25-30%. There have been too few contracts with firms that have participated in the fair INDAGRA. Some of the key players on the Romanian market (processors) were absent. Many participants said they were dissatisfied with its organization and structure always different, somewhat puzzled. Also noteworthy was the frustration of all the organizational period

The interest for INDAGRA of potential business partners were perceived as increasingly less because of low quality of previous editions and because of the repeatability of the event in a year. Those who have highlighted this issue went on the idea that technological progress and new ideas appear, on average, within 2 years, so often manage INADGRA means low surprise public interest.

Among the pluses of the event we can indicate the bigger number of participants in comparison with previous fairs; some participants experienced a greater workload. The businessmen have realized the importance of partners from Moldova Republic and the potential of Moldova market; they understand that trainings and presentations "live" are essential for customer confidence.

As constructive proposals on the organization of the events INDAGRA future, it specifically to make them every two years at a fixed structure with a well-defined and consistent structure, and better promotion of the event.

The excess for the agricultural and economic Romanian life by the event of Public Relations Marketing as INDAGRA type are very important especially in these times of economic crisis in which businesses are struggling to survive and to gain new partners. For this reason, it has to be taken into account all the shortcomings noted by participants in the interview and the PR specialists. The purpose is to create exceptional future events, whereby the image of producers, processors and Romanian businessmen to be a great, beneficial, favorable business development, to create a quality brand.

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