

Appendix M
Coding process

Codes		RQ	
TIPOS	Types of events organized by companies	1	Importance of event marketing in IMC
OBJ	Objectives pursued through event marketing	1	Importance of event marketing in IMC
CARACT	Characteristics of event marketing as MC tool	1	Importance of event marketing in IMC
MED-COM	Importance of event marketing as MC tool	1	Importance of event marketing in IMC
PASO	Critical steps and factors in event management	2	Critical key factors in events management
ERROR	Planning and organization errors committed in the past	3	Planning/ organization errors
OCASION	Occasion when it was difficult to organize a particular event	4a	Major challenges/ problems in events management
RETO	Major challenges and problems in event organization	4a	Major challenges/ problems in events management
GOB	Handling of government issues	4b	Institutional voids
RRHH	Human Resources in event management	4b	Institutional voids
LOG	Organization and problems with logistics issues	4b	Major challenges/ problems in events management
ORG	Skills of efficient event managers	5a	Areas for making event management more efficient
REL-AM	Relationships between companies and agencies	5a	Areas for making event management more efficient
EVA	Evaluation of events	5a	Areas for making event management more efficient
PROV-A	Suppliers of event agencies	5a	Areas for making event management more efficient
FACTOR	Factors to be considered when organizing events in Mexico	5b	Areas for adapting it to emerging markets
ESTR	Companies' strategies abroad	5b	Areas for adapting it to emerging markets