

The Development of Event Communication Strategies and Their Importance in Enhancing Institutional Image: The “Job Dating” Event as a Model

LHADJ AHMED Karima

University of Sidi Bel Abbès, Algeria

Email: karima.hadjahmed@univ-sba.dz

DJEMIL Nassima

University of Oran 1, Algeria

Email: djemil.nassima@univ-oran1.dz

BERRAHIL Soumiya

University of Oran 1, Algeria

Email: berrahil.soumiya@univ-oran1.dz

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Abstract

This article examines the importance of event communication as a contemporary communication strategy used by institutions to strengthen interaction with their various publics and enhance their institutional image. It highlights the event as an effective communication tool that combines informational and interactive dimensions, enabling the institution to transmit its messages and build sustainable relationships with both its internal and external environments. The article reviews theoretical concepts related to event communication, its historical development, stages, principal forms, and strategies, with particular emphasis on the role of internal and external communication in ensuring event success and achieving communication objectives. It also examines the advantages of event communication in building institutional reputation and reinforcing the institution's public image. The article adopts “Job Dating” as an applied model of event communication in human resource management, emphasizing its contributions to attracting talent, facilitating recruitment, introducing candidates to the institution’s culture, and enhancing organizational attractiveness. The study concludes that event communication is an effective strategic lever for improving institutional communication, strengthening trust, and building a positive institutional image, provided it is grounded in rigorous planning, sound coordination, and continuous evaluation of event outcomes.

Keywords: event communication; institutional image; institutional communication; event management; Job Dating; rapid recruitment; institutional reputation

Introduction

No institution, regardless of its nature, and no social activity can dispense with communication techniques in constructing its history and cultural identity. This is reflected in

diverse communication systems and methods that help confer legitimacy on institutions with multiple and varied publics, to whom the institution must provide information.

From this perspective, changes in communication patterns have played a fundamental role in the development of cognitive processes and the growth of people's capacity to store, enrich, and disseminate knowledge.

The influence of event communication on institutional image is often attributed to the emotional dimension it introduces into the institution's communication. This dimension has a multiplied effect on the image of the brand or institution because of the event's dynamic nature, which occurs outside routine institutional communication. This is the aspect emphasized by advocates of relationship marketing. For many researchers, this type of communication serves as a social message that affects viewers or listeners who aspire to join a social, sporting, or cultural community, depending on the external public's aspirations and interests. Because event communication targets all external publics of the institution, it creates powerful moments in institutional life. It enables the institution to know its publics more closely at a specific time. This is particularly significant because the institution deals with an ephemeral event that leaves an impact on the memory of its publics and marks a distinctive moment in its history.

The institution uses the event to promote its brand, product, or idea, create an impression, and convey a specific message to its target audience. The event's specificity lies in its temporary nature, whereas its originality lies in involving guests to focus their attention on the event itself. Event strategy has thus become a legitimate action of a particular brand or institution (Rapaud, 2019).

Event communication may be regarded as a vital link between the institution and society. In essence, it is a communication activity that seeks to gain the public's trust and support for the institution's objectives and strategies and to present a positive image of the institution to its publics and the surrounding community. The success of institutions in the contemporary era is widely associated with their ability to communicate with the public, form a positive mental image, improve their reputation, and influence public opinion.

The rapid recruitment event known as "Job Dating" is considered a model of event communication in human resources because it uses the event as a strategy to achieve recruitment and communication objectives and to build relationships with talent.

This article is guided by the following research question: How do event communication strategies contribute to improving institutional communication, and what role does "Job Dating" play as a modern means of enhancing institutional image?

Definition of Event Communication

Event communication is defined as the design and organization of an event directly related to the institution or one of its brands, aimed at arousing the public's interest and sympathy. It also enables the promotion of the institution or its brands in positive, value-based contexts that enhance its image (Malaval & Decaudin, 2012).

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institution's objectives and strategies and to present a positive image of the institution to its public and surrounding community. The success of institutions in the contemporary era is therefore linked to their ability to communicate with publics, form a positive mental image, improve their reputation, and influence public opinion.

An event is a meeting held by an institutional official or the institution with the target public to convey a message, announce news, or provide information, depending on the nature of the event. Thus, the event constitutes a nontraditional communication process, unlike conventional media communication through posters, television advertising, and similar formats.

The event is not without cost, as it aims to achieve a return on investment in communication and gain market share. It is a purposeful, relevant, adapted, and effective communication tool: a direct message addressed to a specific public at a specific time. It is presented by the advertiser or institution to promote particular values and ideas (Pascal, 2017).

The Historical Concept of the Event

Historically, the event is considered a fundamental epistemological issue. History has long treated events as facts, often in reaction to approaches centered on the hero. Information and communication sciences also employ the concept of the event, in which the event occupies a specific position as a media event within an information-saturated society. Recognizing and interpreting this information are essential to strengthening institutional reputation, particularly as the media, now more than ever, deconstruct events (Prestini, 2006).

The concept of the event has always been present in individual and collective celebrations. The emergence of consumer society helped lay the foundations of contemporary communication by creating performances and organizing and promoting products. Most revolutions, including the Industrial Revolution, paved the way for consumer society, which in turn encouraged institutions to develop new advertising techniques and consolidate the event in its modern form. This occurred through attractive displays for clients, open days, and opportunities to share institutional images, products, ideas, and goods with guests. Institutional communication thus functions as a mirror of society's aspirations, tastes, and inclinations, and it has contributed to changes in many fields that require financial support (Pascal, 2017).

Event Culture

The event has a culture, history, and images that remain in individuals' collective memory. As in any field, events contain fundamental references and pioneering projects and are often associated with rare, innovative, and unprecedented ideas. Although events are inspired by existing concepts, their recycling, adaptation, and updating from different perspectives can arouse surprise and enthusiasm, whether intended for the general public or specific audiences. Examples include organizing fashion shows at historical sites, creating installations that combine advanced and interactive technologies, and hosting evenings that immerse guests in a 360-degree, three-dimensional world (Pascal, 2017).

The Concept of the Event

The concept of the event involves several dimensions, including punctuality, the gathering of a large number of individuals, and constraints common to all events, such as budget management and task planning. Once these shared factors are addressed, the wide diversity of possible events for an institution becomes apparent. These factors have made events both a tool and a component of the marketing process. The interaction generated by ephemeral events is the principal strength of these events as a communication vector, as rapid interaction enables immediate and comprehensive engagement among the advertiser, the institution, and the consumer or client (Claveau, 2015).

The event is also considered a communication method and a complex communication process. Event communication is a tool that does not replace advertising. Professionals distinguish between professional events and media events. An event acquires its full meaning when it is original and designed for a specific purpose. It is created on demand and precisely tailored to the client's objectives, whether for a company, an institution, or a group. One of the most important characteristics of event organization is the adaptable customization of services to meet client expectations and the final consumer's requirements. Event designers customize their concepts to make the product unique (Dehili, 2010).

The event is part of society's social, economic, and cultural life. From a social perspective, and within an entertainment society in which work is no longer the sole central value, events have become an important part of recreational offerings, whether through participation in performances, cinema evenings, theatrical shows, weekend outings, or cultural and sporting events.

Events also respond to public demands and desires through their transient and festive character. From a commercial perspective, events drive increased demand and intensify competition, while consumers become more informed about the product, service, or event content. Institutions therefore seek more innovative and creative ways to promote and enhance their products or heritage, whether tangible or intangible. In this respect, three essential points represent the strengths and attractiveness of events:

- the interactive and ephemeral aspect;
- polysensoriality;
- The crowd effect.

Advantages of Event Communication

Event communication has several advantages because it can take multiple forms and transmit diverse messages. However, it also involves a set of constraints that should not be overlooked and that require anticipation, organization, and thorough preparation.

Budget

Event communication must be impactful and distinct from other brands or events. This means that the institution must make a genuine financial investment in the event it organizes in order to ensure its success. Anything rare, high quality, or unfamiliar may be costly, in addition to

the human investment required if the organization is handled internally and the time needed for preparation.

Logistics or Material Organization

Logistics encompasses all movements, transportation, and materials related to the event. Specialists are often the only actors fully aware of the difficulties posed by this aspect. Logistics is also one of the most complex organizational dimensions because it involves numerous elements, both major and minor, all of which are necessary to ensure the proper conduct of operations.

Time

It would be unrealistic, or indicative of insufficient familiarity with the requirements of event communication, to assume that an event can be organized within only a few weeks. Because of the logistical and communicative aspects involved in the event field, event communication requires medium- and long-term work and preparation. Although not all events require the same amount of time, limited availability and multiple organizational requirements make time an essential factor in the success of event communication (LA COM' D'ENTREPRISE, 2020).

How to Conduct Event Communication

Event communication passes through several stages, which may be summarized as follows (Jézéquel & Gérard, 2019):

- Clearly define the objective and determine whether the event will enable the institution to achieve it.
- Ensure that the event meets the expectations of the public concerned.
- Provide speakers and exhibitors with appropriate opportunities to promote their ideas and products.
- Generate public interest in the event.
- Address criticism and unexpected interventions.
- Identify available individual resources and expertise in conducting the event.
- Identify the stakeholders on whom the institution can rely.
- Identify the public that can be reached.
- Determine the means to be used to carry out the event and the time allocated for it.

Stages of Event Communication

Like other communication activities, event communication contributes to the organization of events and manifestations, which requires seriousness and precision at every stage (Abdel Raouf Fahdi & Idriss Boulekaibat, n.d.).

Preparatory Stage

Based on the estimated budget, the organizer determines the event's objective (s) and identifies the primary audience.

Event Construction Stage

At this stage, the venue, means, and duration of the event are selected; messages are formulated in accordance with the event theme and target audience; programs are defined; and the budget for each activity is estimated.

Event Reinforcement and Promotion Stage

This stage involves using media outlets, such as the press and radio, to disseminate information about the event.

Stage of Preparing an Event Assessment

It is essential to prepare an assessment of the event in the form of a diagnosis of its impact. Measurement indicators include the direct public, such as the number of attendees and information about them; the indirect public, such as the number of people exposed to the event topic and media return analysis; and institutional reputation, measured by comparing the institution's reputation before and after the event.

Legal Status

The laws governing the organization of events are numerous. Therefore, the event organizer must ensure legal compliance in order to carry out the communication activity in accordance with established regulations. These include requesting authorization to use public space, obtaining permission to carry out the communication activity, requesting authorization for publication in designated spaces, and assuming responsibility for organization and security.

Communication Strategies and Event Organization in the Institution

Internal Communication and Its Impact on Organizational Effectiveness

Internal communication strategies in event marketing have specific characteristics. Internal communication is an element of the marketing mix associated with internal marketing within the company and plays an essential role in ensuring alignment between the events promised to the public in the internal environment and those created and delivered through interactive marketing.

Internal communication occurs among company employees who perform activities related to the services promised and those created and delivered. Accordingly, internal communication is closely linked to, and inseparable from, what is communicated through the event. It therefore aims to attract and support employees, obtain their approval, and increase their involvement in the event's implementation. Reaching the organization's internal public may be almost as difficult as reaching the general public. It is also preferable to communicate with employees before they join the organization, during their employment, and after their contracts end.

Internal marketing communication is thus positioned alongside managerial communication at the senior management level, where it contributes to achieving the objectives set out in the organization's marketing plans. Its objectives derive from marketing objectives and are incorporated into specialized programs that use specific internal communication tools.

In the action plan for developing the event, decisions are made regarding the message and the medium through which it will be delivered to the public, while taking into account appropriate timing and location to ensure the message reaches the target audience. Consideration should also be given to the time required to conduct employee-related research and to write, edit, and prepare the message in a concise, relevant form.

The internal communication tools used include the following:

- Written newsletters, effectively edited once a month.
- Electronic newsletters that accurately reach the target public and require only the use of digital platforms. Hyperlinks may be included to direct readers to the organization's website, where interested individuals can access further information. It is preferable to send electronic newsletters weekly, provided they are concise and easy to navigate so that they can be read quickly.
- The website includes information for all stakeholders, as well as private areas accessible only to the organization's employees. The website must be updated regularly, since neglecting it reflects indifference toward visitors and users. It should also be easy to access and navigate, and should avoid specialized terminology and abbreviations known only to a limited number of users.
- Other printed materials, such as brochures, internal memoranda, and announcements posted on notice boards, inform the organization's employees about current and future events. Messages sent through this channel must include the contact details of the person or persons who can provide further information about the event upon request (Daniel et al., 2012).

External Communication as a Fundamental Support for Event Organization

Institutions may use a wide range of events to communicate with target publics, whether in the company's external or internal environment. Although the organization of some events is optional and depends on the communication budget, other events are mandatory, such as the general assembly. Accordingly, a table can be prepared to present the strategic options the organization may choose when organizing an event.

These strategic options depend primarily on the financial, human, and material resources available to the organization for implementing the specific event. The most important criteria to be considered, while allowing for the addition of other criteria, are as follows:

- the type of event and its method of implementation, whether internally, through outsourcing, or through a combined approach;
- the location where the event is held, including whether the organization has dedicated and sufficient space to host the event, because a venue that is too small in relation to the number of participants may produce an uncomfortable experience;
- the period during which the event is held, with particular attention to participant availability and ability to attend;
- participation fees, since participation or admission is free for some events, whereas other events impose fees that increase in direct proportion to attendance demand (Daniel et al., 2012).

The selected strategy is therefore formed by combining alternatives developed for each criterion. In this way, different strategies may be selected. These strategies must first take into account budgetary constraints and the human and material resources required to implement different types of events, and second, the potential audience for the event in terms of timing, cost, and location. Different strategies may be selected for each event.

Forms of Event Communication

An event is defined as an organized activity held at a specific time and place to achieve particular objectives, whether cultural, economic, social, or recreational. Researchers have classified events into several main types, including the following:

- **Internal institutional agreements:** These are agreements established between senior and lower management, either codified or uncoded, that provide recommendations. They usually concern organizational and managerial matters, such as adapting labor legislation to economic developments.
- **Seminars:** Seminars are smaller-scale conferences that generally bring together elites, including opinion leaders, thinkers, and specialists. A small audience attends them to examine specific political or economic topics. Such seminars are held continuously at local, regional, and international levels and aim to exchange expertise and experiences and adopt recommendations.
- **Lectures:** Lectures are verbal communication tools used to transmit a large amount of information. However, they have a limited effect on enabling the public to acquire work-related skills, particularly in human relations. They require an audience with a reasonable degree of familiarity with the subject the lecturer addresses.
- **Annual meetings:** Annual meetings are held within a formal framework and have a formal agenda for at least part of the meeting. They are often held in public venues such as hotels, large exhibition halls, or conference centers that are accessible to participants.
- **Conferences:** A conference is a meeting of two or more individuals who share areas of interest and common objectives, whether agreed upon or debated, to achieve a specific goal. Conferences may be national, regional, or international and address issues of human concern.
- **Cultural celebrations:** These include artistic festivals that commemorate religious or ritual occasions. They are characterized by a high degree of homogeneity among visitor categories and thus facilitate communication and marketing targeting a specific audience, which can be reached through particular products at direct sales points, while avoiding the disorder that may accompany other special events.

The fields of event communication, as established by the National Association of Event Agencies and Business Tourism, include travel coverage, general assemblies, conferences, institutional events, evening events, product launches, trade fairs, exhibitions, sponsorship, charitable activities, and sports marketing.

Table 1*Some Events Organized in Algeria*

Communication Objective	Date	Event	Type of Event Communication
Promoting Arab culture and cinema and enhancing Algeria's cultural image	Organized annually; prominent editions were held between October 4 and 10, 2024	International Festival of Arab Film	Cultural event communication
Displaying national products and attracting partnerships and investments	55th edition, June 24–29, 2024	Algiers International Fair	Economic event communication
Enhancing Algeria's international image and promoting sports tourism	June 25–July 6, 2022	Oran 2022 Mediterranean Games	Sports event communication
Disseminating moderate religious discourse and strengthening intellectual communication	Organized annually during Ramadan	Islamic Thought Forum	Religious event communication
Promoting cultural tourism and national heritage	Usually held during July or August each year	Timgad International Festival	Tourism event communication
Introducing students to specializations, universities, and training opportunities	Several editions, including the December 2024 edition	National Fair of Higher Education and Scientific Research	University/scientific event communication
Enhancing Algeria's diplomatic image and strengthening Arab relations	November 1–2, 2022	Arab Summit in Algeria 2022	Political event communication
Promoting books, publishing, and facilitating communication between publishing houses and the public	2024 edition, November 6–16, 2024	Algiers International Book Fair	Commercial event communication
Preserving and presenting intangible heritage	Held annually on Ashura	Sebeiba Festival in Djanet	Heritage event communication

Event Communication and the Job Dating Event



Figure 1: Job Dating as an Event Communication Practice

Recruitment through events is a modern strategy for attracting talent, given the evolution of recruitment practices in recent years and the transformations affecting the labor market. Institutions have adopted modern methods to attract human resources, including rapid recruitment or “Job Dating,” alongside traditional advertising. In this approach, institutions organize an event that brings together recruitment officials and job seekers through short, direct meetings to conduct an initial evaluation of candidates and select the most suitable applicants (Fondeur & Tuchsirer, 2005). Rapid recruitment is considered a practice of event communication, whereby the event becomes a means of communication between the institution and its target public, either by achieving recruitment objectives or by building a favorable image of the institution and presenting its organizational and professional culture to candidates. In this context, event organization becomes both a communication and marketing method.

Why Rapid Recruitment Through Events?

Job Dating enables job seekers to become acquainted with a large number of institutions within a short period of time, while allowing institutions to discover skills and competencies that may not be fully visible in a résumé. Rapid recruitment also offers several advantages, most notably reducing the time and costs associated with recruitment methods and creating interaction between the two parties. In the field of event communication, Job Dating is a method that leverages the effectiveness of events to achieve the institution’s strategic

objectives through communication practices such as relationship-building, direct communication, institutional marketing, and human resource management, within a shared event-based framework. Consequently, this method has become one of the most effective practices in modern institutions, employment fairs, and universities (Martin, 2020).

Conclusion

In conclusion, event communication is currently one of the most effective strategies for building institutional image and enhancing communication with various publics, given the direct interaction and experience it provides through the event's human and symbolic dimensions. In this context, Decaudin and Malaval emphasize that event communication enables the institution to promote its values and brand in positive contexts that help consolidate its public image (Decaudin & Malaval, 2012).

The success of this type of event is linked to the effectiveness of planning, coordination, and continuous evaluation of its results and their implications for the institution's reputation and relationships with stakeholders, as confirmed by recent literature in event communication and event management (Jézéquel & Gérard, 2019).

Through the "Job Dating" model examined in this research paper, the event's importance becomes evident as a contemporary mechanism that integrates recruitment objectives with institutional communication. Its role is not limited to attracting talent; it also includes highlighting the institution's organizational culture and enhancing its attractiveness and image among its publics. Accordingly, event communication is no longer merely a complementary option within the institutional communication strategy. Rather, it has become a fundamental lever for institutional excellence, strengthening trust and consolidating competitive presence in an environment where the importance of image and reputation is increasing alongside that of performance.

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