

A STUDY OF THE INDIVIDUAL AND ORGANIZATIONAL CHARACTERISTICS  
INFLUENCING EVENT PLANNER'S PERCEPTION ON INFORMATION CONTENT AND  
CHANNEL CHOICE

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ABSTRACT

Based on the understanding of the role of event planners within the context of organizational decision making process, the main purpose of this study is to examine factors (i.e., organizational vs. individual) that influence event planners perception of information contents and channel choices. An online survey questionnaire was sent to a sample of members of International Special Events Society (ISES) and 189 usable responses were received. The results reveal that personal interaction is the most valuable channel whereas meetings room information appears to be most influential for event planners' decision-makings. It is also observed that individual factors more influence event planners' channel choices and perceptions. The results of this study are anticipated to provide valuable marketing implications for destination marketing organizations such as CVBs.