**TOPIC** -
An Analysis of PR strategies and how music festivals are promoted to millennials globally

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**AIM** -
The aim is to figure out what motivates and attracts the millennials to attend the music festivals.

**OBJECTIVES** -
- To critically assess PR strategies applied within the event sector.
- To conduct primary research to determine what attracts the millennials.
- To propose recommendations to the marketing departments of the music festivals based on the primary and secondary research.

**RATIONALE** -
A few journal articles have already analyzed the PR strategies while promoting an event but have not focused on events all over the globe. This study will focus on the motivational factors attracting the millennials globally and help the marketing departments to market their events in a better way.