

Review paper on event management

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Abstract— *As the event management industry grows and consolidates worldwide, associations play an increasingly significant role in professional support to the industry by ensuring the continued growth and success of event management professionals. Although there are many events, which are successfully crewed by volunteers, the increasing competition to secure major events is giving some impetus to the trend to create fully professionalised events. This paper to brief you about the event management industries and to identify professional associations worldwide involved with event management. While this list is not exhaustive, it provides a very strong sample of event management associations. Rather than use or adapt an existing framework for analysis, this study applies a grounded approach to the analysis of the content of the goals and objectives. The study concludes that event management associations have a strong record in developing goals and objectives as part of their operational framework. The key variables that emerged are: information exchange, education and training, identity and recognition, ethics and standards, networks and collegiality, business management, membership, premier representative association, product development and being a change agent.*

Keywords: Events, Event Management, Qualities, People Involved, Responsibilities

I. INTRODUCTION

Event management is the application of project management to the creation and development of festivals, events and conferences. Event management is considered one of the strategic marketing and communication tools by companies of all sizes. From product launches to press conferences, companies create promotional events to help them communicate with clients and potential clients. They might target their audience by using the news media, hoping to generate media coverage which will reach thousands or millions of people. They can also invite their audience to their events and reach them at the actual event.

II. LITERATURE REVIEW

Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry (1).

Event management has emerged over the past decade as a dynamic sector of the tourism and leisure industries(2). The number, diversity and popularity of events has also grown throughout this period(3).

As the number of events increase, there is a growing realization about the continuing need to develop event management professionals who are able to create, organise and manage events. Although many events are successfully crewed by volunteers, increasing competition to secure major events is giving greater impetus for the need to create more fully professionalised events (2).

III. PROPOSED PLAN OF WORK

We intend to execute the proposed work in following sequence.

1: Study of Event Management

In this paper we are making a through study over events, event management, people involved in the same and the qualities of event manager.

Events:-

Events can be classified into four broad categories based on their purpose and objective:

1. Leisure events

eg. leisure sport, music, recreation.

2. Cultural events

eg. ceremonial, religious, art, heritage, and folklore.

3. Personal events

eg. weddings, birthdays, anniversaries.

4. Organizational events

eg. commercial, political, charitable, sales, product launch,

People involved in event management:-

The number of people involved in organizing an event depends upon the size and scale of the event. An event management company can have following event professionals:

- 1) **Event Manager/Event Planner:** He is responsible for planning and producing the whole event.
- 2) **Event Coordinator:** He is responsible for coordinating with all event professionals and ensures that business operations are efficient and effective.
- 3) **Information Manager:** He is responsible for the documentation of all business operations carried out pre-event, at-event and post-event.
- 4) **Logistic Manager:** He is expected to move goods and merchandise from one destination to the other in the most efficient manner.
- 5) **Security Manager:** He is responsible for formulating, preparing and implementing the security plan and strategies.
- 6) **Infrastructure Manager:** He does procurement management and resource management.

2: Study of qualities of event manager:

1) Excellent time management-

The ability to coordinate not only yourself, but the scheduling of the entire team helping with the event. It's all about planning, and re-planning and scheduling.

2) Resourcefulness-

You have to be very resourceful and use what you have. Ability to pool together the individuals you need.

3) Communication-

Share your ideas and your vision openly with your team. Communicate on a level that is respectful to everyone.

4) Passion-

Without passion you cannot overcome the bumps and triumph when all seems lost. I can train time management, but I cannot teach passion.

5) Strong will, but a level head-

You have to be able to carry out your vision and sometimes crack the whip to get it done. Resolve problems and issues quickly.

IV. Event planning steps

STEP 1: Identify what type of event/activity you would like to do.

STEP 2: Determine the goals of the event and what you would like to accomplish.

STEP 3: Decide on a date and time for the event or activity.

STEP 4: Consider locations and types of facilities to host event.

STEP 5: Consider establishing partnerships with other organizations or people to assist with the execution of the event.

STEP 6: Create an event/program budget.

STEP 7: Create an event timeline.

STEP 8: Determine Key Decisions:

Program
Speakers
Equipment
Materials
Awards
Public Relations
Internal Communication

STEP 9: Take into consideration these special additions/items if needed:

Food
Music
Decorations
Flowers
Photography/video
Clean up

STEP 10: You have planned well and are ready to go. Have a Successful Event!

V. Team Management

You need a team to organize an event. You can't do everything by yourself. So I don't need to tell you further, how important a team is for your event. Following things can be done for effective team management:

1. Know your team:

Just knowing the names, faces and job profile of your team members is not enough. You must have good knowledge of their personality, life style, likings, disliking, family background, status, educational qualification, knowledge level, customs, religion and especially there needs.

2. Physiological needs:

The need to have food, water, warmth, shelter and other things necessary for survival.

3. Safety needs

It includes need to be safe from physical and psychological harm. It also includes job security and financial security.

4. Social needs

It is the need to feel a sense of belonging and acceptance. Need to love and be loved by friends, intimate partner, family and social groups like your team.

5. Esteem needs

It is the need to get respect, recognition, fame and status.

6. Cognitive needs

It is the need to understand, learn, discover and explore.

7. Self Actualization need

it is the need to be the best. It is the need to become everything, one is capable of becoming.

VI. EVENT FAILURE

Most of the people spend a lot of time and energy in planning an event. However, despite these sincere efforts, many a times it happens that the ultimate result fails to meet your financial objectives. Though the organizers spend a number of hours for the event, there are instances where only a few people turn up for the business meeting, seminar or

conference you eagerly waited for. If you closely introspect and evaluate the planning of your event, you may realize that you have failed to plan it out properly. Some of the perfect tips for organizing an effective event are as follows.

Market your show: Being rich and having invested a huge amount of money doesn't necessarily mean that you have marketed your show in the best way. Think practically before investing your company capital on the promotional programs.

Issues during the registration: Figure out whether things are okay with the registration process for the event. Offer 24/7 assistance to them in case of any issues during the registration procedure. Enable them to access the forms 24/7 from any part of the globe.

Reach out to maximum people: Maximum number of people can be reached through social networking websites.

Keep the ticket price reasonable: In the era of dwindling economies, if the ticket price is exorbitant, people might ignore the event and refrain from registering for the same. Even if the show interests them, they won't come to the event if the tickets are too expensive. Event managers should see to it that ticket prices are affordable to generate a huge profit margin at the end of the show.

VII. Market Research

Before organizing an event, find out whether there is a market (i.e. audience) for your intended event or not. For e.g. you want to organize a fashion show in Oman. If people there have little or no interest in fashion shows, then it is not a good idea to organize such event there. The event will fail for sure.

Market Analysis: If there is a market for your intended event, then do market analysis. Market Analysis means finding information about your target audience. Find out who are your target audience i.e. their age group, sex, qualification, profession, knowledge level, income, status, likings, disliking, personality, customs, traditions, religion, lifestyle etc. Knowing your target audience's customs, traditions and religion is very important so that we don't hurt their customs and religion unknowingly through our event. For e.g. if you organize a Hindu wedding and serve beef there, then you will be in mortal danger as cow is considered as a sacred animal in Hindu religion. Similarly serving pork in a Muslim function can bring havoc. Find out where majority of your target audience live so that you can direct your marketing efforts towards them. All this information will help you in developing a better event plan.

Competitors' Analysis: It means finding information about your competitors. Find out who are your competitors i.e. their age, sex, qualifications, knowledge level, experience in

organizing events, turnover, market value, PR (media and corporate contacts) and market share.

Find out how they promote and execute their events. What they do in their events? Why people come to their events? For this you will have to attend each and every event organized by your competitors and then create an event report.

VIII. Event Report

The event report will contain things like

1. seating and light arrangements
2. promotional materials used
3. blueprint of the whole venue
4. program and food menu
5. contact details of sponsors, partners, clients (for whom the event is organized)
6. service providers like DJs, Anchors, Makeup artist, Performers, photographers, videographers, decorator, florist etc.

IX. CONCLUSION

Event management has emerged over the past decade as a dynamic sector of the tourism and leisure industries. The number, diversity and popularity of events has also grown throughout this period. As the number of events increase, there is a growing realization about the continuing need to develop event management professionals who are able to create, organise and manage events. Although many events are successfully crewed by volunteers, increasing competition to secure major events is giving greater impetus for the need to create more fully professionalised events

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