

CHAPTER 1

INTRODUCTION TO EVENT MANAGEMENT

MEANING OF EVENT

- **According to Professor Philip Kotler,**
- “Events are defines as occurrences designed to communicate particular messages to target audience”.

MEANING OF EVENT MANAGEMENT

- Event Management is the process of Planning, organisationing, co-ordination, analyzing, marketing, producing and evaluating an event.
- It is different way of promoting a product, service or idea.

Why Event Management/ Need

- **Needed everywhere** – In the of entertainment, finance, government , fashion, sports, music.
- **Team work** – successful events
- **Creative thinking** – thinking out of box, problem solving.
- **Strong leadership** – Negotional between clients, suppliers, flexibility

CHARACTERISTIC OF EVENT MANAGEMENT

- **Creative Process:** The team must be creative and dynamic. It must come up with new ideas.
- **Objective:** goals to be achieved.
- **Effective Leadership:** managers should motivate employees
- **Successful promotion:** Publicity of the event, Advertising of the event, maintaining good public relations.
- **Planning and control:**
 - Developing a mission statement for event.
 - Establishing objectives of the event.
 - Preparation of event proposal.
 - Evaluating the performance of the event.

ANALYSIS OF EVENTS

- **Objective**
- **Competitors analysis is a must**
- **Skills** : self analysis to find out if your able to handle the event.
- **Budget**: budget of the client
- **Rules and regulations for hosting the events**
- **Cash inflows and cash outflows**
- **Media**: transmission of information should be planned.
- **Security**: accidents, attack.

TYPE / CATEGORIES / SCOPE OF EVENTS

- **Social / life cycle events:** events like birthday party, graduation day, engagement, wedding,
- **Education and career events:** events like education fair, job fair, workshop, seminar, debate, competition...
- **Sports events:** events like Olympics, world cup, marathons etc.
- **Entertainment events:** Events like music concerts, fairs, festivals fashion shows, award functions, celebrity nights, stage shows etc..

- **Political events:** Events like political procession, demonstration rally, political functions etc..
- **Corporate events:** events like meeting, conferences, exhibitions, product launch road shows, buyer-seller meet etc..
- **Religious Events:** These are such events which satiate the religious sentiments of the people.

Ex: Kumbha mela, Diwali fair etc...

MEANING OF DECISION MAKING

- According to professor **JAMES STONER**,
- Decision making is the process of identifying and selecting a course of action to solve a specific problem.

DECISION MAKERS

- **Event manager:** Responsible for supervising and motivating employees.
- **Client:** Hosting the event. The client shares his ideas with the event manager,
- **Catering manager:** Ensuring guests are treated well during the event. organizing the food and beverages at an event.
- **Logistics Manager:** storage and distribution of event organization is ensure the right products are delivered to the right location on time.

REASONS OF EVENT MANAGEMENT

- Develops the theme of the event
- Provides career opportunities
- Develops leadership qualities
- Develop team spirit
- Encourages creativity
- Financial management

FIVE C'S OF EVENT MANAGEMENT

1. CONCEPTUALIZING

suitable theme or concept around which the event is to be centred. The theme should be conceptualized keeping in mind the event objective, target audience, the tentative venue, media to be used etc.

2. COSTING

Costing involves the preparation of budgets, cost estimates and the sources of acquiring funds.

3. CANVASSING

networking and advertising .objective of raising funds and obtaining sponsorships for the conducting of the event.

4. CUSTOMISING

Customisation of an event focuses on client satisfaction. suitability to match changing trends and tastes of clients.

5. CARRYING OUT

This phase involves the actual execution of plans

ROLES OF EVENT MANAGER/FUNCTIONS OF DECISION MAKERS

- Delivering events on time
- Setting and communicating
- Providing leadership, motivation
- Being responsible for all project budgets
- Ensuring excellent customer service
- Coordinating staff

TECHNICAL STAFF FOR EVENT MANAGEMENT

- Event co-ordinator
- Client service event
- Choreographer
- Ticket sales manager
- Catering manager
- Lighting operator
- Sound operator
- Stage manager
- costume designer
- marketing / publicity manager

QUALITIES OF GOOD EVENT MANAGER

- Flexibility
- Creative and innovate
- Good time management skills
- Leadership skills
- Superior organizations skills

PROCEDURES FOR EVENT MANAGEMENT

- Identification of objectives
- Organize a team
- Set a date
- Create a master plan
- Determine administrative processes
- Identify and establish partnerships and sponsors
- Create a publicity plan

RECORD KEEPING SYSTEMS

- Record keeping system is a systematic procedure by which the records of an organization are created, captured, maintained and disposed of.

BENEFITS OF RECORD KEEPING SYSTEM

- Plan and work more efficiently
- Measure profit and performance

- Prepare budget
- Face risks and uncertainties
- Innovate and expand activities

TYPES OF RECORD KEEPING SYSTEM

- **1. ELECTRONIC RECORD KEEPING**
- **2. MANUAL RECORD KEEPING**

1. ELECTRONIC RECORD KEEPING

Most businesses use **accounting software** programs to simplify electronic record keeping, and produce meaningful reports.

2. MANUAL RECORD KEEPING

Some business owners may want to use a simple, **paper-based record keeping system**.

ADVANTAGES OF USING ELECTRONIC RECORD KEEPING

- Helps you record business transactions, including income and expenses, payments to workers, and stock and asset details
- Efficient way to keep financial records
- Easy to generate orders, invoices, debtor reports, financial statements, employee pay records and inventory reports
- Automatically tallies amounts and provides reporting functions
- Allows you to back up records and keep them in a safe place in case of fire or theft.
- Many accounting programs have facilities to email invoices to clients, orders to supplies

ADVANTAGES TO USING MANUAL RECORD KEEPING

- Less expensive to set up
 - Correcting entries may be easier with manual systems
 - The risk of corrupted data is much less
 - Data loss is less of a risk
 - Problems with duplicate copies of the same records are generally avoided
 - The process is simplified as you don't need to be familiar with how accounting software calculates and treats your information
- Developing record keeping systems

FUNCTIONS OF EVENT MANAGEMENT

- **FUNCTIONS OF EVENT MANAGEMENT**
- Planning
- Organising
- Staffing
- Directing
- Co-ordination
- controlling

SKILLS REQUIRED FOR EVENT MANAGER

- Analytical thinking and problem solving
- Client/customer service
- Negotiation skills
- Ability to work under pressure and meet deadlines
- Teamwork, facilitation and co-operation
- Planning, co-ordination and organization
- Networking skills