

# Unit 2

## Event Management Procedure

# EVENT MANAGEMENT PLAN

- Event planning is the process of planning a festival, ceremony, competition, party, concert or convention.
- Event planning includes budgeting establishing dates and alternative dates, selecting event planning also includes some or all the following depending on the event
  1. Developing a event
  2. Arranging for speakers and alternative speakers
  3. Coordinating location support (location, water, electricity and other utilities)
  4. Arranging decor, tables, chair, tents
  5. Event support and security
  6. Catering, police, fire, parking

# PRINCIPLES FOR HOLDING AN EVENT

- **1. Principles of Clarity of Purpose (Clear objectives)**  
Principle of clarity of purpose states that the company should clearly mention their objectives.
- **2. Principle of Focus (Target Audience)** Without customers there is no company. Every company's greatest assets are its customers.
- **3. Principle of Communication (Media Contacts)**  
Objectives and goals of the organisation should be made known to all in the organisation.

#### **4. Principle of Connectivity (Logistics)**

Events of the company may be held indoor or outdoor.

#### **5. Principle of Facilitation (Engaging the Audience)**

Company generates revenue because of the audience.

#### **6. Principle of Promotion (Giveaways)**

The principle of promotion says company should strive to promote their company in every activity they do.

## **7. Principle of Confidence (Ready to take challenging questions)**

People are curious listeners & learners. They would want to explore all possibilities to gain more information about the event or the company.

## **8. Principle of People Management (providing proper staff)**

The success of any event is largely dependent on how good the event was organised and coordinated.

## **9. Principle of Documentation (Recording the event)**

Company should design & develop a proper documentation mechanism in the organisation.

## **10. Principle of Evaluation (Review)**

The process of any activity will complete with evaluation.

## **11.Principle of Customer Convenience (Easy registration and access to event place)**

Providing convenience to customers should be the prime concern of any organisation. Customers would like to enjoy good experience with the company.

## **12. Principle of Acknowledgement (Culture of saying thanks)**

Like inviting participants to attend the event, it is equally important for the company to acknowledge and thank the participants for their time and valuable presence.

**13. Principle of Commitment (Owning the event)** The principle of commitment demands full involvement of all the individuals involved in the process of event completion

**14. Principle of Technology Integration (Use of Technology)** The principle of technology integration emphasises the use of technology in integrating all the related event management activities

**15. Principle of Continuous Learning (Continuous Improvement)**

An important key for any organisation is continuous growth. This can happen only when the people in the organisation learn new things continuously.

- **16. Principle of Optimum Utilisation of Resources**
- Every organisation, big or small, will have limited resources

## **17. Principle of Maximum Care**

Customer care is closely associated with Customer Satisfaction. Superior ideas and wonderful products will bring image to the organisation only if customers are satisfied.



# FIVE BASIC PRINCIPLES OF EVENT PLANNING

- Principle of participants
- Principle of venue
- Principle of visitors
- Principle of communication
- Principle of relationships

# GUIDELINES/ GENERAL DETAILS OF EVENT MANAGEMENT

- Event planning
- Event organizing
- Event Human resource planning
- Event co-ordination
- Controlling of event activities

# PERMISSIONS FOR CONDUCTING AN EVENT IN PUBLIC PLACE

- Premises license
- Performance license
- NOC from the Traffic department
- NOC from the Fire Brigade department
- NOC from the electrical inspector
- NOC from the health department
- Police
- Approvals for load speakers
- International events
- Alcohol
- Noise

# POLICIES

- Event management company should develop internal policy for conduction events.
- These policies may include the agreement with an external supplier, payment terms and conditions, cancellation of the agreement and so on.

# ROLE OF GOVERNMENT AND LOCAL AUTHORITIES FOR EVENT

- Sport
- Facilities
- Parks and public places
- Transport
- Licensing
- Traffics
- Information service
- Police
- Emergency services

# EVENT PROCEDURE

- **Schedule** – time, date
- **Event planning group or committee** – meeting, tables , chairs
- **Budget** – availability of funds
- **Event logistics** –location, needs, guest
- **Invitation**
- **Time event program** – how long program
- **Facilities management** – podium, banner, tables, chairs
- **Parking and transportation**
- **External vendors** – photography, video, lighting, sound
- **Technology** – projectors, microphones, screens

# UTILITIES OF EVENT MANAGMENT

- Stage and set designing
- Décor
- Flowers
- Information desk
- Event equipment
- Light and sounds
- Furniture
- Accommodation
- Parking facilities
- Catering
- Transportation

# Emergency management

- Emergency management: It is defined as a process to reduce loss of life and property and to protect assets from all types of hazards through a comprehensive, risk-based, emergency management program of mitigation, preparedness, response and recovery. An emergency management plan outlines this process in relation to event.
- Crowd crush 2. Fire 3. Flood or flash flood 4. Severe weather 5. Earthquake.



## **PPL (PHONOGRAPHIC PERFORMANCE LIMITED)**

- License PPL is a license for playing recorded music in public, the license for public performance of music recordings. It allows to use other artist's musical creation at event with freedom.
- Suppose, planning to organize a musical event in India, and includes playing recorded music or musical videos at the event "in public", then the event will require to have a PPL license.

# LICENSING STREAMS

- **Telecom Related Licenses-** For Ring-back Tones, Music Messaging, Mobile audio streaming and 'audio cinema.
- **Radio License-** All Private FM and Government owned Radio stations community radio stations.
- **Public Performance (Background Music) -** License of sound-recordings in public (i.e. excluding domestic home and private vehicle), in the background

- **Loudspeaker License** : Any public event held in any public or private venue requires a loudspeaker license.
- **Premises License** A premises license allows an event to carry all the licensable activities at the venue such as providing late night entertainment
- **IPRS (Indian Performing Right Society Limited)**
- License IPRS is a license for playing\performing non-recorded music in public, a license “for the artistes, of the artistes”. Supposing there is a popular artiste performing live in India, then the event will require an IPRS license.

- **Excise License** Excise license is a tax levied for the sale or supply of alcohol. Organizer needs to procure excise permission in order to serve alcohol in a live or recorded music event in India.
- **Performance License** Performance license allows a child (anybody below 18 years of age) to perform and take part in the musical event.

- **Public Entertainment License** This is usually issued by the local authority for all buildings and locations in the open air at which entertainment is provided to the public.
- **Street Trader's License**- usually required when the sale of goods is in operation, or where food or hot\cold beverages are sold.

# CATERING SERVICES FOR EVENTS

- Wedding catering – decorations, dinner, dessert.
- Corporate catering – breakfasts, box lunches, buffets
- Social event catering – from birthday to retirements parties
- Concession catering – seasonal, sporting event

# Electricity facility

- Generation and distribution cables Electrical supplies Fuel Cable covers. dressing rooms, production and site offices, catering, storage, etc.
- Transport & vehicles crane, off-road vehicles, flat bed trucks, vans, cars, etc. hire on site office equipment computer, printer, admin supplies, etc.

# EFFECTIVE HEALTH AND SAFETY

- 1. Everyone working in organization and at the event.
- 2. Everyone performing at or taking part in the event.
- 3. Everyone attending the event.
- 4. Everyone who may be affected by the event



# FIRE FIGHTING ARRANGMENT

- Ambulance – first aid and event medical services
- Catering
- Electricity
- Water

# EFFECTIVE USE OF WATER IN AN EVENT

- Drinking fountains
- Water bottles
- Disposal of waste water
- Water management
- Water testing

# EFFECTIVE USE OF ELECTRICITY IN AN EVENT

- Generator suppliers
- Venue lighting
- generators
- Power users – stallholders and exhibitors
- Conserve energy use
- Safety equipment and emergency measures

# TAXES APPLICABLE

- Service tax has been imposed on event management services provided by event management professionals / firms to any clients for any event conducted provided that the following conditions are taken care of.
  - There has to be a sponsor.
  - There has to be an event manager
  - Event should be managed / organized.

# COMMERCIAL / ENTERTAINMENT TAX

- Commercial Tax is calculated on a percentage basis and varies from place to place and state to state. It is calculated on basis of estimated number of tickets to be sold.
- Entertainment taxes are to be paid for amusement facilities and entertainment events.

# VALUE-ADDED TAX (VAT)

- Value Added Tax is a type of consumption tax that is placed on a product / event whenever value is added at a stage of production and at final sale / execution. The amount of value-added tax that the user pays is the cost of the product, less any of the costs of materials used in the product that have already been taxed.