

CHAPTER - 3

CONDUCT OF AN EVENT

CONDUCTING AN EVENT/PREPAREING PLANNING SCHEDULE

1) Analyse the overall primary goal.

- The objective behind conducting an event must be analysed by the event manager .
- Example: Educational, Fund raising or Organizational celebrations.

2) Selection and recruitment of planning committee.

Planning committee should consist of staff, board members and volunteers.

3) Creation of master plan and budget.

- A master plan and budget must be prepared in each of the following areas which include: Program, Promotion, Fund raising.

4) Develop a time line.

A proper schedule must be prepared by the event manager to insure that tasks are performed as per schedule.

5) Delegation of work.

The event manager can assign the task to subcommittee or individuals to reduce work pressure, but have to ensure that the delegated task to person

6) Conduct and performance of event.

In order to make the event a successful, the event manager must make sure that all which are planned for the particular event are performed as per plan.

7) Evaluate and award volunteers.

The event manager can collect feedback of event to evaluate the event (to assess what improvement can be made)

STEPS TO ORGANIZE AN EVENT

1) OBJECTIVE.

Make sure to have a clear objective for the event, understand why holding it, to whom it's targeted and what return it will yield.

2) CONSULTATION.

Consultation is very essential; the event manager must make sure that all the relevant in the planning stage to avoid any complications later.

3) PLANNING/METHODOLOGY.

Planning is the most crucial stage of any event. The event manager must make sure that enough time to complete this stage provided has to plan.

4) RESOURCE.

Event manager must ensure that enough resource to prepare and deliver the event is available in a safe, effective and professional way.

5) BRANDING.

Event manager must ensure that event is clearly branded and must develop a clear vision identity for the event with a name, logo and vision.

6) MARKETING.

Identifying the target audiences and brainstorming in all possible ways to reach audience is another work of the event manager.

7) CHECKLIST.

The event manager must make a complete check on the things. And also should cross check on the people to whom work has been assigned to verify if things are going according to planned schedule.

8) DELIVERY.

The event delivery must be as smooth as it can be, event manager has to deliver what has been promised by delegating

9) COMMUNICATION.

The event manager must be transparent and keep everyone up to date as to what is happening.

10) FEEDBACK.

The event manager must ensure that the learning process meet the participants expectations. This will help in getting a positive feedback about the event conducted.

11) PROFILE.

Once the event has become a great success the event manager must make sure that other people know about the event.

12) EVALUATION.

Event manager has to look at the return on investment, analyse feedback from the event and summarize to help with future events and has to learn from mistakes

ASSIGNING RESPONSIBILITIES TO VARIOUS PEOPLE INVOLVED IN CONDUCTING AN EVENT

- 1. Event manager / Event planner.
- 2. Event Coordinator.
- 3. Information manager.
- 4. Logistic manager.
- 5. Security manager.
- 6. Infrastructure manager.
- 7. Event administrator.
- 8. Volunteers.
- 9. Games planner.
- 10. Event director.

MULTICHANNEL USED FOR COMMUNICATION IN EVENTS.

- 1. Website ads.
- 2. Print ads.
- 3. Ads on host websites.
- 4. Business card.
- 5. Tele seminar.
- 6. Direct mail.
- 7. Email.
- 8. Videos.
- 9. Article.
- 10. Blog.
- 11. Social media sites.

COMMUNICATION STRATEGIES

- **1) Communication between all parties involved in the event planning.**
- Good communication is crucial during the planning stage .As the event manager, should ensure that all agencies are effectively communicating with each other.
- **2) During the event itself, the event manual and site/venue plan.**
- It is vital to hold valuable tools that aid good communication they contain up-to-date information.
- **3) Communication with the public at the event.**
- There are many ways to communicate with the public at the event including information stands, printed material

BUDGET OF AN EVENT

1. Duration available for planning the event.
2. Working process of the event.
3. Objectives to be accomplished.
4. Source of funds for the events.
5. Involvement of event management team members.
6. Type of the event.

EVENT BUDGETING RULES

1) **Budget to avoid making a loss.**

If an event looks likely to make a loss ,it calls into questions whether the event should go ahead according to the existing plan

2) **Be realistic about event incomes.**

Event plans are far too optimistic about the amount of sponsorship to be gained.

3) **Have a contingency plan.**

In thinking through what could possibly go wrong with an event, it is a good idea to determine what must be done if something does go wrong.

For example, what happens if the sponsorship pull out, or there is very bad weather.

ROLES AND RESPONSIBILITIES OF EVENT MANAGERS

- **1) Select volunteers from committees.**
- Completion of an event consists of several activities arranged in order. One of a few persons cannot complete the whole process.
- **2) Decide goals and themes**
- Event manager should decide goals and themes for the entire event. Each team can come out with theme for their event.
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- **3) Research audience.**
- Before any event objective is decided, a detailed research should be conducted to know their age group, gender, taste, fashion, religion and so on.

4) Create event names and logo

In consultation with the various team members and heads, event manager should give creative name to the event.

5) Choose evaluation method

At the time of deciding the theme and the objectives for the event, the event manager should decide the evaluation criteria.

6) Preparation and sharing of consolidated budget

Every team should decide upon the various activities they are planning for the proposed event.

7) Contact potential sponsors

Success of any event largely dependent on the money collected and systematically spent.

8) Visit and select sites

A good venue adds to the glory of good theme. Venue should be decided on the basis of the activities planned for the event.

9) Finalise site

Once the venue is selected and confirming it has all basic facilities.

10) Make signs

After finalizing the areas for each activity, a sign board should be designed.

11) Plan publicity campaigns

Grand success of an event is dependent not only on the creativity involved in the event.

CONTENT OF EVENT BUDGET.

INCOMES

- Ticket sales.
- Entry fees
- Commercial sponsorship.
- Concessions
- Advertising.
- Licensing

EXPENSES

- 1. Trophies and awards.
- 2. Travel and accommodation.
- 3. Salaries, postage and telephone.
- 4. Photo, videos/medical fees.
- 5. Venue rent and insurance. 6. Printing and promotion.
- 7. Equipment and hire charges.
- 8. Transport.

CHECKLIST OF AN EVENT

1) Planning.

- Event overview
- Event plan
- Event manager
- Event description
- Event objective
- Budget.

2) Operations

- Police contact
- Liquor license
- Security
- Health and safety permits.
Parking
- Transport.

- **3)CONSULTATION WITH KEY STAKEHOLDERS.**

- Consultation register.
- Planning meeting.
- Briefing-before event

- **4) PLANNING FOR AN EVENT SELECTION OF VENUE.**

- Site plan.
- Weather.
- Food.
- Water, lighting and power.
- Catering.
- Seating.

- **5) COMPILE A FILE.**

- >Documents to be kept.

- **6)PUBLICITY AND PROMOTION.**

- Pre-event promotion.
- Media releases.
- Invitations.
- Programs.
- Posters.
- Websites.

- **7)SPONSORSHIP**

 - Potential sponsors.

 - >Evaluation of a sponsorship program.

- **8)MANAGEMENT OF ALCOHOL.**

 - >Permit conditions.
 - >Minors.
 - >Beverage options.
 - >Trading hours.
 - >Alcohol consumption areas.

ADVANTAGES OF PREPARING EVENT CHECK LIST

1. ORGANIZATION.

Checklists can help the event management team to stay more organized. Checklist will ensure the organizers that they do not skip any steps in conducting an event.

2. AVOIDS CONFUSION

Checklist presents various tasks to be done in an orderly manner. As the activities are arranged in an order there cannot be any confusion in completing the event.

3. EFFICIENCY

With the checklist various activities can be performed quickly and effectively checklist will reduce the possible errors to very minimum.

4. EASY DELEGATION

Various activities are involved in accomplishing an event. Different activities will have to be delegated to different teams.

5. EFFECTIVE TIME MANAGEMENT

Checklist helps the organizers of the event to accomplish the whole process within a given period.

6. CREATIVITY

Preparation of checklist is an art. It involves lot of creativity in preparing.

7. SUPERIOR CUSTOMER SERVICE

Customers come to event to get enjoyable experience. Timely and orderly completion of an event brings excellence in the minds of audience.

STEPS IN CHECKLIST

- Find space for your event before you settle on and publicize the date
- Develop a game plan for each part of the event and stick to it
- Send the message effectively
- Work smarter, not harder
- Pay attention to smallest details
- Have a event planning “emergency kit” with you at all times
- Outdoors and indoors
- The vendors

COMPUTER AIDED EVENT MANAGEMENT

- Internet access is a must.
- Video conferencing
- audience participation
- Encourage attendees to use social media during your event.
- Keep smart phones ON to promote texting.
- Use photos of attendees in social update
- Create Facebook event page.
- Add your event to your Email signature.
- Mailing list

ADVANTAGES / IMPORTANCE OF COMPUTER AIDED EVENT MANAGEMENT

1. Easier data management

Computer aided event management helps the company in managing the entire data in a more organized way.

2. Increased efficiency

Data is managed in a systematic manner. Any information can be obtained on a click of a button.

3. Reduces cost

Initial investment may be relatively high on buying software. Installation of event management software

4. Reduces work load

Event management software automatically updates the entire set of records after completion of every transition.

5. Faster payment

Any payment can be made and received within few minutes for the services delivered.

6. IMPROVED QUALITY

Event management software helps in improving quality both in information and work. Accurate information can be obtained at any point in time.

7. ENHANCED PERCEPTION

Needless to mention that event management software enables efficiency. Event management software offers easy access to customer and provides comforts to them.

8. EXPENSE TRACKING

Event management software helps the event management team to track expenses.

9. GENERATION OF REPORT

Any type of report can be generated with the help of event management software. Format of the report and content can be customized based on each requirement.

10. AUTOMATIC EVENT REMINDERS

Event management software is capable of sending automatic reminders to participants at regular intervals

11. ONLINE REGISTRATION/CANCELLATION

The beauty of event management software is that the participants can register their names online and make payment through cards this saves time.

ORGANIZING TABLES

- Table seating
- Unseemly rush for good seats
- Have more chairs than guests
- Speakers and VIP guests are seated
- Total number of cards
- Minimum table spacing

TYPES OF CONFERENCES

- Academic conference: research, call for papers.
- Medical conference: doctors association
- Business conference: annual meetings
- Training conference: employees in the conference
- Internet conference: travel costs

REASONS FOR BUDGET OF AN EVENT.

- Financial decisions
- allocating funds
- help future planning
- represents the income and expenses
- accommodation, transportation, catering

FUNDAMENTALS / STEPS OF CREATING A BUDGET

- a. **Obtain past financial reports for the same or similar event:**

this will give insights into the demographic of your audience, and a baseline for year-over-year comparison.
- b. **Define sources of revenue:**

the team need to review the various revenue streams available like attendee revenue, sponsor revenue and ancillary revenue
- c. **Identify expenses:**

facilities/room rental charges, food & beverage, audio visual, furniture rental, entertainment, travel & lodging, staffing, equipment etc.

d. Get the quotes:

be determined with team the expenditure that will impact the budget. After that begin obtaining quotes based on requirements, including venue.

e. Create an excel worksheets reflecting the per person cost based on attendance:

the team need to prepare an excel worksheet which includes cost per individual like for example breakfast.

f. Create and enter data into budget:

using worksheet created begins entering the proposed budget template. Create few different scenarios to talk through with team.

IMPORTANCE OF EFFECTIVE COMMUNICATION OF EVENT

- Promotion
- advertising

1. sender

- sender has an idea. That contains the information to convey or send to him or her. The message may be verbal, nonverbal, oral, written, or symbolic. You conceive an idea and want to share it.

2. Encoding

- The next step is the sender encodes the idea in message. refers to putting thoughts, idea, or information into a message that your receiver will understand. For symbol such as P is mean parking

3. Media/ Channel:

- The person who is interested in communicating has to choose the channel for sending the required information, ideas etc. which may be either formal or informal.

- **Decoding:**
- The person who receives the message or symbol from the communicator tries to convert the same in such a way so that he may extract its meaning to his complete understanding.
- **Response:** Reaction to the message
- **Receiver:**
- Receiver is the person who receives the message. It is the receiver who tries to understand the message in the best possible manner in achieving the desired objectives.

- **Feedback:**
- Feedback is the process of ensuring that the receiver has received the message and understood.

ROLE OF COMMUNICATION IN EVENT MANAGEMENT

- Communication is very essential
- Productiveness- benefits
- Positive work environment
- Produce quality of work on time
- Success of your business
- Less stressed in the long run

TYPES OF EVENT MANAGERS

1. EVENT COORDINATOR:

Highest level of authority and responsible for managing all staff members below them.

2. EVENT PLANNER:

Responsible for a great deal of tasks, choosing location, transportation, catering

3. CLIENT SERVICE EVENT MANAGER:

He will be in charge of making customers are satisfied

4. EVENT ASSISTANT:

Helps in making phone calls and giving advise, responsible for crew.