CORPORATE EVENTS

POPULAR TYPES OF CORPORATE EVENTS
1. Seminars and conferences

Seminars are usually shorter events, lasting a couple hours,1/2day,or a even a whole workday .They have single or multiple speakers, and generally keep all participants together in the same space.

Conferences, on the others hand, typically have multiple sessions that occur concurrently that are geared towards different interests, different position or roles, and even skill level. They are typically held at hotels, begin with a keynote session and then hold breakout sessions by topic. Conferences span the course of in to two days or something longer.

2. Trade shows

Trade Show- Trade show is an exhibition organized by companies in a specific industry to showcase and demonstrate their latest products and recent market trends and opportunities. It gives an opportunity to engage with current customers and attendees. It gives face to face contacts with their potential and existing customers.

3. Executive retreats and incentive programs

Executive treats and incentives programs are often held at luxury resorts in exclusive destinations, and they receive the most visibility in an organization. Business development and organizational planning are typically the topics agenda, but equal weight is given to enjoyable activities as part of the original incentive and reward.

4. Appreciation Events

These programs allow an event host to spend informal time with its guests in a non-traditional environmental, giving both parties an opportunity to build a rapport and learn more about mutual business priorities.

5. Company or organization milestones

Company milestone provides a business or organization the opportunity to celebrate a grand opening or other major milestone or anniversary.

6. Team Building Events

Team building events are those conducted to motivate employees to work better as a team. It helps employees of the organization to learn how to work in a team. Such events are held by Corporate very often.

7. Product launch events-

Product launch events are held to make public and media to know about the new product introduced in the market. This is a direct way of reaching the product to the public.

8. **Board meetings and shareholders meetings**

Board meetings and shareholders meeting both serves extremely important purpose for both private and public companies. Board meetings serve as an opportunity for board members to meet review business performance and meet with company executives to make important decision.

Shareholders meetings, on the others hand, provide companies the opportunity to share recent performance, targets, future goals, and business strategies with its shareholders.

9. Networking events- For aspiring business persons, seeking some social capital, a networking conference is an ideal place. Networking events provide ample opportunity for brand positioning, contact establishment, future mergers and personnel marketing.

JOB RESPONSIBILITY OF CORPORATE EVENTS ORGANIZER
1. Market research.

The first responsibility of research organizers is to conduct market research to identify opportunities for events. Market research helps event organizers to make requirement analysis of the client. This also helps the company in knowing the size of the market and the existing competition for various events.

2. Analyzing event requirement.
  Based on the market research the organizers will come to know their
potential clients. In the requirement analysis, company should tell the client about
the various requirements based on the proposed event.
3. Budget preparation.
Preparing a budget is a major issue in an event management companies. Each event varies in its magnitude and requirements. Therefore, budgeting exercise should be done with lot of caution taking into consideration the following factors:

Rental cost, catering Cost, Transportation Cost, Decoration Expenses, Cost of Gift, Contingency Expenses etc.

4. Safety and health issues

Safety and health issues are equally important as the main event. The organizers should take care of health, security and safety of the participants. All necessary steps have to be taken to avoid any mishap.

5. Venue management.

Participants expect enjoyable experience by attending the event. Therefore, it is the prime concern of the organizers to offer good hospitality to the participants. The venue should provide space for sponsors to display their products.

6. Organizing facilities.

Apart from conferrable event venue, the organizers should take care of the other facilities like car parking, traffic control, security, first aid and hospitality.

7. Identifying and Securing Speakers or Special guests

Organizers should select competent speakers and master of ceremonies during the event.

8. Coordinating

Each activity in an event is special. The event organizers should select an appropriate mix of employees to handle the given task.

9. Sponsorship

Conducting an event is a costly affair. In order to support this, event organizers may seek help from sponsors. The venue selected should have allotted spare place for sponsors.

10. Preparing delegate packs and papers.

Event organizers should prepare resource kit for the participants. The kit may include writing pad, pen, pencil, eraser, sharpener, white sheets etc.

11. Promotion of the event.

Various media should be used to promote the event. By using social media, internet technology will add to promotion of the event.

12. Feedback.

Event organizers should device a mechanism to obtain constructive feedback from the participants. This is usually captured through a structured questionnaire.

13. Post-event evaluation.

After completing every event, it is advisable to evaluate the whole event. The evaluation should be done against the predetermined expected outcomes.
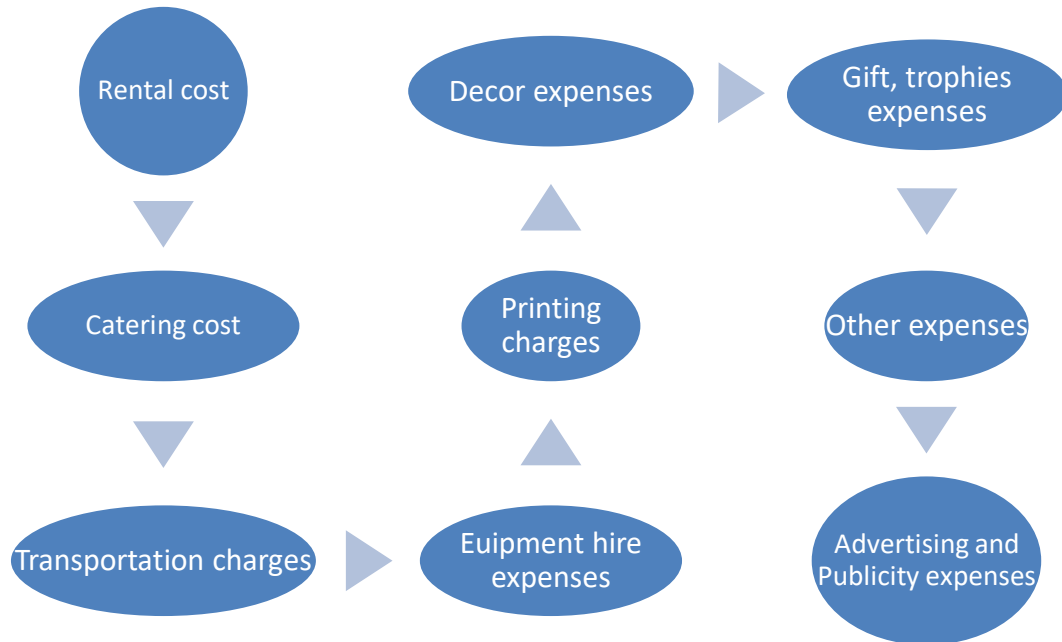
14. Preparation of reports.

Event organizers should prepare a report about the entire proceedings of the event. These reports act as future reference materials.

BUDGETING

Event budget is an estimation of income and expenditure based on the number of participants and activities planned for the event.

COMPONENTS OF EVENT BUDGET

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  ┌──────────────┐         ┌──────────────┐  ▶  ┌──────────────┐
  │ Rental cost  │         │Decor expenses│     │Gift, trophies│
  └──────┬───────┘         └──────────────┘     │   expenses   │
         ▼                        ▲             └──────┬───────┘
  ┌──────────────┐         ┌──────────────┐            ▼
  │ Catering cost│         │   Printing   │     ┌──────────────┐
  └──────┬───────┘         │   charges    │     │Other expenses│
         ▼                 └──────────────┘     └──────┬───────┘
  ┌──────────────┐   ▶     ┌──────────────┐            ▼
  │Transportation│         │ Euipment hire│     ┌──────────────┐
  │   charges    │         │   expenses   │     │Advertising and│
  └──────────────┘         └──────────────┘     │Publicity expenses│
                                                └──────────────┘
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SAFETY OF GUEST AND PARTICIPANTS

Event Safety and Security of Guests and Participants includes:

a) By developing an emergency plan

b) By adopting emergency procedure

c) First aid and medical assistance

d) Evacuation

e) Fire Safety

1. The Safety of people during the event –The audience, Performers and everyone who is

a part of the event must be ensured safety during the event.

2. Health and safety of the audience and staff- The audience, staff and everyone who is a part of the event must be ensured safety and hygiene during the event.

3. Security of the premises, Equipments, Cash and valuables etc.-The place where the event is running must be covered with full proof security .Any equipments if used must be safe and secure.

4. Emergency access and emergency management-In case of emergency requirements the problems must be solved then and there for the smooth running of the event.

5. First aid –In case of accidents, proper first aid must be provided and the problem must be solved on the spot, without causing serious harms to the person.

6. Fire Brigade- To extinguish fire due to any mishap, fire brigade should be provided and all safety measures must be taken well in advance.

7. Emergency Exit- Emergency routes, lights and signage: Signs pointing to fire escape and emergency exit routes, as well as emergency lighting (if the power goes out) and all relevant health and safety signage, are required by law at public events. Manager should not forget to fit smoke detectors and fire alarms (or test them if already installed) and designate an assembly point in case of evacuation, placing more signage to tell people where it is. Signage and lightings are easy to fit in a versatile venue like an event tent, often used for corporate events.

 8. The Safety of the People can taken care by

a. Avoiding Over Crowding

b. Training the Staff to handle situations during an emergency

c. Putting Signboard

d. Providing Help Desk

e. Providing Emergency Exit

f. Pre Checking of stage, electric equipments etc

g. Ensuring Quality of Equipments used etc

CORPORATE ENTERTAINMENT

Corporate entertainment is a private event held by the corporate or businesses firm for their staff, clients or stakeholders. The events can be for large audiences such as conventions and conferences, or smaller events such as retreats, holiday parties or even private concerts.

NEED FOR CORPORTE ENTERTAINMENT

Corporate entertainment is needed for the following reasons:

1. Attract New Clients-To attract new clients and keep existing ones happy. Entertaining new or existing clients is a proven method of doing business and boosting sales.

2. Reward the Employees-Is to reward employees for their hard work throughout the year.

3. Lasting Memory-Can help to not only build a lasting memory of the event, but also of the company that hosted the event.

4. Appreciation-It is a fantastic way of letting the existing employees knows how much you appreciate their loyalty to your business, and that you wish to continue working with them.

5. Develop good Work Relationship-Will enable to forge the good working relationship with new clients and allow discovering exactly what they require from you in an informal and relaxed way.

6. Loyalty-Employees will remain loyal to companies that treat them well. A good corporate entertainment can relax all the employees.

7. Say Thank You-The main reason to host a corporate entertainment event is as a reward and "Thank You" for employees, recognizing their hard work and input over the year.

8. Solve problems-It helps in solving the inter problems amongst the employees who are working in that particular organization.

CORPORATE REPORTING

Meaning

It may be defined as communication of published financial statements and related information from a business enterprise to third parties (external users) including shareholder, creditors, customers, governmental authorities and the public.

'Corporate reporting' to refer to the presentation and disclosure aspects — as distinct from accounting/measurement.

OBJECTIVES OF CORPORATE REPORTING

• Giving information primarily for those to specific users.

• Giving information about the performance of the company.

• Giving information about the difficulties faced by the company

• Information about sources and applications of funds during the year.

•Information about the products of the company

• Information about the loan taken & loan give

• Information about the research and development undertaken during the year and the progress made thereof

• Information about the capital project.

• Information about the economics scene and its effect on the performance.

BLUE PRINT

Blue print is a visual display of the complete process of an event. Its displays every event in a sequential manner, indicating the venue designated for each event. The blueprint will explain the starting and the ending point of an event. Event blue print will explain the various facility locations and the route to reach such facilities. Event blueprints should help participants to locate various facilities and venues easily. Following picture will give rough idea about how an event blueprint will look like.