

Study of event management from entrepreneur's perspective

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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 professionalized 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

Index Terms—Event, Event management, Event manager etc.

I. INTRODUCTION

In general literature review means to explain and analyze investigation that has been conducted and studied that have been published on the research topic. Not only should relevant literature be summarized, but it should be reviewed critically in order to detect areas for further research.

Since this project is aimed at the investigation on event management in emerging market, the discussion of different research topics is necessary. The topic that will be covered are: the concept of Integrated Marketing Communication, Marketing Communication vehicles and objectives, event marketing as part of Marketing Communication, the organization of and critical factors in event Management institutional voids in emerging markets, and strategies for companies operating in emerging markets.

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.

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, organize 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 professionalized events.

II. LITERATURE REVIEW

Every time when you saw a programme like 'Film fare' awards or those pop concerts and beauty pageants you would have wondered how people managed to set up such brilliant shows. Every tiny detail from your entering the venue to your

going out is a result of rigorous planning. Well...that's event management for you.

One of the fastest and the most glamorous upcoming professions today, it means rubbing shoulders with who's who of the crème-de-la crème layer of the city. Event management, the most profound form of advertising and marketing, is a glamorous and thrilling profession. It provides an opportunity for unleashing one's creative potential to a very high degree. It demands a lot of hard work and effort but at the same time offers enormous scope.

Event management is a process of organizing a professional and focused event, for a particular target audience. It involves visualizing concepts, planning, budgeting, organizing and executing events such as fashion shows, musical concerts, corporate seminars, exhibitions, wedding celebrations, theme parties, product launching etc.

Event Management is a multi-million dollar industry, growing rapidly, with mega shows and events hosted regularly. Surprisingly, there is no formalized research conducted to access the growth of this industry. The industry includes fields such as the MICE (Meetings, Incentives and Events), exhibitions, conferences and seminars as well as live music and sporting events.

On the profession side, event management is a glamorous and exciting profession that demands a lot of hard work and dynamism. The logistics side of the industry is paid less than the sales/sponsorship side, though some may say that these are two different industries. Event management is the application of project management to the creation and development of festivals, events and conferences.

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Events and festivals, such as the Asian Games, have a large impact on their communities and, in some cases, the whole country. The industry now includes events of all sizes from the Olympics down to a breakfast meeting for ten business people. Many industries, charitable organizations, and interest groups will hold events of some size in order to market themselves, build business relationships, raise money or celebrate.

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.

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Event management is an additional feature used to define a process that helps leverage automation to manage events to become more effective and efficient. ITIL defines an event as "any detectable or discernable occurrence that has significance for the management of the IT infrastructure or the delivery of IT service and evaluation of the impact a deviation might cause to the services.

III. EVENT MANAGEMENT



Event management is the application of the management science of project management to the creation and development of festivals and events. Event Management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics, coordinating the technical aspects before getting down to actually executing the modalities of the proposed event.

The recent growth of festivals and events as an industry around the world means that the management can no longer be ad hoc. Events and festivals, such as the Asian Games or the Dubai Shopping Festival, have a large impact on their communities and, in some cases, the whole country. The industry now includes events of all sizes from the Olympics down to a breakfast meeting for ten business people. Every industry, charity, society and group will hold events of some type/size in order to market themselves raise money or celebrate.

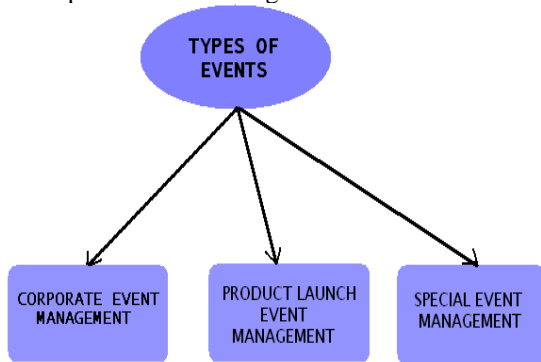
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Types of Event Management: - There are mainly 3 types of event management,

1. Corporate Event Management
2. Product Launch Event Management
3. Special Event Management



1. Corporate Event Management



A product launch, the company anniversary, sales target achieved or any special event could mark the onset of a corporate event. It demands pure professionalism as you are interacting with people from the high-end category.

Not surprising, that event management companies are spurring up to provide these professional services. They attend

meetings, hold dialogues with the bosses to realize the objective of the event. They then take it off with creative ideas to arrive at a theme for the event. A corporate event demands a little corporate look. The food and the style need to blend with the corporate and make the bosses comfortable. Hence it ought to be prepared and presented with ultimate efficiency. But that is if the top-notches are involved. A corporate event could also be a product-launch. That would involve a media conference. So the event management company would get a list of prospective venues. Decide on the dinner and the cocktail party that will follow. Arrange for the conference, the speakers, and microphones. Make sure everyone get a seat. Car parking is made available, etc. For a product launch in the market, the event management team gets their grey cells working as to the creative ways to make the samples of the product reach the end consumers. They have to be innovative so that consumers are attracted to try it out.

Corporate management is a sub-category of event management. Mega companies usually have an in-house event management team to organize their events on a regular basis.

2. Product Launch Event Management

A company wants to launch a product in the market. So how should it get to its customers? How does the company make sure that the products gain awareness? The feel and touch reasoning still remains strong in the mind of the consumer. So although you have advertised in other channels, how do you explain product usage to the audience?

Call in the event management team. They innovate new styles so that the product can make its way to the consumer. They ensure that the samples reach the desired households. For instance: when coca cola launched Vanilla Coke, two men dressed in the 70s attire would enter retail grocery shops and dance to the designed tune. This was the strategy used to launch vanilla coke and make its entry memorable.

Some event management companies even professionalize in a particular target audience. For example if you have a particular target audience in mind, the event management team will devise ideas and strike places that will give you maximum reach. Road shows, promotions, contests, set designing, stage shows and audiovisual films are all interesting methods to invite public participation. Some event management companies go a step ahead to analyze the customer reaction and provide relevant feedback.

Among the available platforms road shows are known to be economical. It gives more visibility and allows the customer to directly relate to the product. And the touch and feel concept is satisfied. Road shows with innovative themes organized at a national level give your product high reach and coverage. These road shows arrest the customer's attention and persuade the customers to try out the product. If impressed then the product receives a warm welcome.

3. Special Event Management



'Special Events' is the term given to events with a difference. Charity shows, marathons, cycling races, street festivals etc. are a few of the many special events organized. As the event has an unusual theme, the event management company has to double up its speed to think on lines with the theme. More resources and creativity are put to the task.

For instance consider the organization of Athens 2004. It was a special event. The opening ceremony, the event and the closing ceremony, had to be meticulously organized. A race kicked off the event. Runners passed the baton. This earmarked the tradition that running was the only sport at the first Olympic Games held in Athens. Then 400 percussionists and 50 bouzouki players welcomed the audience. From 400 it dropped to just one percussionist who played the rhythm of a heartbeat. This was the symbol of the theme of Athens 2004 'unique games on a human scale'. This should give you an idea how a special event is organized.

Event management companies arrange the entire event on a theme. It could be a wedding or a charity show, a children's event etc. these events demand creativity. Something that will make them stand out of the clutter firstly, as it is a different event and secondly that the feedback should be encouraging for an encore. The recent marathon that Mumbai witnessed was one of the specialized events. Foreign nationals, corporate personnel, etc. everybody was seen to take part in it. More than winning it was the spirit of participation that was encouraged. And it received an overwhelming response.

IV. EVENT 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. Event mismanagement is mostly about team mismanagement. Do the following things for effective team management:

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 their needs and wants. By

needs and wants I mean there physiological needs, safety needs, social needs, esteem needs, cognitive needs and self actualization needs.

Every person has different needs and different priority to fulfill them. While for some getting recognition is more important than job security. For others job security is more important. Determine the needs of your team members and fulfill them in order to get optimum results from them.

Physiological needs

The need to have food, water, shelter and other things necessary for survival. Your team members will not feel anything, if these needs are met but can cause them discomfort, sickness and pain if these needs are not full filled. So as an event manager it is your job to make sure that all the physiological needs of your team are met from time to time. Just imagine how a team member who hasn't eaten anything all day will perform his duty in the evening and you will get my point.

Safety needs

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

As an event manager you have to ensure safety of your team especially women. A person can't give his best in an unsafe environment. To protect your team from psychological harm, make sure there are no internal conflicts (like ego clashes, altercations, conflict of interest etc) among team members. If there are conflicts, then resolve them judiciously.

Providing job security to your team is also very important. At no point any team member should feel that his job is under threat either by your actions or by someone else actions. Take care of your team beyond the work place. If any team member is facing a financial problem, then help him as much as you can.

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.

To fulfill this need, there must be cordial relationship between you and the team and among the team members. A team member will not perform his best if he has considerable family problems. Try whatever you can to reduce his family problems. If you can't do much at least accept his problems and empathize with him. Try to reduce his stress by giving him a day off or engaging him in the sport he likes the most. Ask you team members to be as supportive to him as possible. All this will help.

People who have strong social needs should not be placed in a job where they have minimum interaction with people. They are the best for marketing or PR type jobs.

Esteem needs

It is the need to get respect, recognition, fame and status. Some people have stronger esteem needs than the other. You will have to identify those team members who have strong

esteem needs and then find ways to fulfill those needs. For e.g. if a person is working very hard to get recognition among the team members and you are not giving him the recognition he deserves (by openly praising him or giving him promotion) then sooner or later his motivation level will go down and he will not give optimum results or worst will not perform and quit.

Cognitive needs

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

People who have strong cognitive needs should not be placed in a job which is monotonous and which doesn't offer any possibility of intellectual growth. Frankly speaking, people with strong cognitive needs are not suitable for event management jobs.

Self Actualization need

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

Very few people have such type of need. If you have someone in your team with this need, then you have both advantage and disadvantage. The advantage is that you can always expect optimum results from him. The disadvantage is that he will tirelessly seek for the position of leadership and if he didn't get it, then he will leave you soon and may even become your competitor.

V. EVENT MARKETING

Event Marketing: - Steps involved in creating a promotional campaign for your event.

Step 1: Setup advertising objectives.

Why you want to advertise? What is your objective of advertising? What do you want to get through advertising? For e.g

- You want to advertise to create awareness about your event
- You want to advertise to get sponsors and clients for your events
- You want to advertise to thank you your sponsors and clients.

Step 2: Decide your promotional Activities

How you are going to promote your Event Company, your organizers, your sponsors, your clients and your partners, pre-event, at-event and post-event. Before I go any further, let's get an idea of what is media and what is media vehicle.

Media refers to various means of communications

Broadly speaking there are five categories of media: Print, Electronic, outdoor, Transit and Miscellaneous media. Print media includes: newspapers, magazines, press releases, tickets, passes, invitations, banners, posters etc. Electronic media includes TV, Radio, Internet, Telephone, electronic signage etc. Outdoor Media includes Hoardings, Billboards, and Balloons etc. Transit Media includes promotion through cars, cabs, buses, trucks, trains, planes etc. Miscellaneous media includes everything else like: events, word of mouth publicity etc.

Media vehicle is a specific medium

For e.g. if 'Internet' is media, then MySpace, Face book, Twitter, Google, Yahoo etc are media vehicles. If 'TV' is a media, then specific TV program like 'Celebrity Apprentice' is a media vehicle. Similarly if magazine is a media, then specific magazine say 'playboy' is a media vehicle.

How Print Media can be used for Promotion

1. Promote your event, sponsors and clients through newspapers ads, magazines ads, trade journals, press releases, tickets, passes, invitations, banners and posters.
2. Imprint you sponsor/client's company name and logo on your staff's shirts and caps and on the pens, diary, gifts, exhibitors' manual and other promotional materials.

How Electronic Media can be used for Promotion

1. Promote your event, sponsors and clients through TV and Radio Commercials.
2. Provide free ad space on your company's website where your sponsors and clients can promote their products and services for particular period of time.
3. Develop an event website just to promote your upcoming event and provide a facility for online registration. All the details regarding the event must be available on the website. For e.g. if your event name is say 'spark2009', then come up with a website like www.spark2009.com
4. Use electronic signage like visual display signage, Plasma Screen, LCD Screen, LED Screen, Projection Screen, Video Walls etc to promote your sponsors and clients.

How Outdoor Media can be used for Promotion

1. Promote your event, sponsors and clients through billboards and hoardings ads. A very large hoarding is known as the billboard. There are two types of billboards: Scrolling message billboard and mobile billboard. Hoardings can also be front lit, back lit, painted, poster, mono pole, unipole and tri-vision.
2. You can also do promotion through Kiosk, Canopy, Flex and giant balloons.

How Transit Media can be used for Promotion

1. Road Shows are generally used in transit media.
2. Mobile billboards, mobile LED Display and caravan can also be used for promotion.

Steps Involved in Producing an Event

1. Do event analysis.
2. Prepare an event plan.
3. Exhaustively test market your event plan
Discuss your event plan with other people to know their opinions and suggestions.
4. Get organizers, sponsors, partners and clients for your event.
5. Prepare an event calendar.
An event calendar is an ordered list of activities which are needed to be executed in order to produce and

market the event. These activities are of three types: pre-event, at-event and post-event activities.

Steps involved in preparing an event calendar

1. Create a list of pre-event, at-event and post event activities.
2. Set deadlines for each event activity.
3. Assign event activities to individual team members

VI. METHODOLOGY

Steps for event planning

A Basic Procedural Outline to Consider When Planning an Event or Activity is as follows:

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. Define your objectives and outcomes of the event or activity. Identify the target audience and event emphasis: Education, Health etc.

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

STEP 4: Consider locations and types of facilities to host event. Determine the use of space and or seating arrangement and capacity required for the event or activity. Decide who will be responsible to secure the facility and be the event coordinator.

STEP 5: Consider establishing partnerships with other organizations or people to assist with the execution of the event. Identify their role when determining key decisions.

STEP 6: Create an event/program budget. Identify the sources and amounts of potential revenue and expenses. Revise for realistic and necessary true cost and revenue updates.

STEP 7: Create an event timeline. Outline all essential decisions/activities in a time sequential order from the point of initial consideration to decision being finalized and decisions being executed document that is responsible for each function. Communicate the timeline to everyone involved in the planning or fulfillment of the event.

STEP 8: Determine Key Decisions:

Program

Determine the order of activities that need to occur at the event or activity. Determine who will perform or execute the agenda items. Determine if a published program is necessary. If so decide who will create and print the program.

Presentation or Speakers

Identify the topics of information to be shared. Determine if presenters/speakers are needed. If so identify potential

presenters or speakers to invite to participate. Decide on the time frame for each presentation or speech. Decide the type of communication that should transpire with the presenters/speaker, when it should occur and who will be responsible to execute and follow-up.

Equipment

Identify what equipment is necessary for the event or activity. Identify potential sources to secure needed equipment. Evaluate the cost of the equipment. Decide who will be responsible for the pickup and return of the equipment.

Materials

Determine what materials are needed, and identify potential sources to purchase them. Decide who will be responsible for purchasing, preparing and storing the materials.

Awards

Determine who will receive awards – presenters/speakers. Decide on awards items and identify sources to purchase them. Decide who will be responsible for purchasing awards and presenting them.

Public Relations

Identify the method(s) which will be used to publicize the event or activity. Decide who will be responsible for the development of invitations, flyers, press releases, emails, etc. Decide who will be the contact for public inquires on the event or activity. Decide who will be responsible to disseminate the types of information on the event or activity.

Internal Communication

Determine the method of communication to the people within the organization to inform them, include them and encourage them to participate. For instance communicating by email, newsletter etc.

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!

VII. 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

VIII. 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.

CONCLUSIONS

From the study of Event Management we came to know that Event is the new, emerging and wide marketing tool of industries. It also plays an important role in establishing contact in departmental level, with customer, directors, workers etc.

With this we also came to know that communication skills play a vital role in any kind of Management work. Hence, with an objective of developing Communication we tried to develop a product which will be beneficial for service industry, targeting small children of different age groups with an intention that training provided at raw age is long lasting.

The product is in the form of Module which focuses on 7 main requirements/forms of developing good communication followed with the marking pattern along with evaluation technique. The product will be helping you to improve communication of children with the help of worksheets provided.

In this way study of Event Management is successfully done and a product is developed to the partial requirement of an entrepreneur.

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