



# EVENT MANAGEMENT



## INTRODUCTION

There are various companies hosting and organizing events on a usual basis. They range from the small time private events to the large-scale international events. Although, the large scale ones do happen far rarer, but then the amount of returns they turn out is far beyond expectations. Though in the past there have been events that have also resulted in losses to the hosts and sponsors for varied reasons. But then, all said and done, event management is concerning organization and execution and this is precisely where the money lies. Those in the field are paid for their services.

# EVENT MANAGEMENT

Event refers to “An event is a planned and organized occasion for the purpose of executing a specific activity to satisfy specific needs of various stakeholders associated with it”.

Event management means it is the process of planning, organizing, staffing, co-ordinating and controlling the various activities relating to an event for the satisfaction of stakeholders involved in it. For example, in case of a sports event, the various activities to be performed for its success includes-selection of venue, selection of date, stage design, arranging infrastructural facilities, team and referees' selection, selection of promoters, catering, prize awarding etc. These are arranged sequentially to ensure success.

# AREAS OF BUSINESS IN EVENT MANAGEMENT

Event management is gaining more importance during these days. It has opened good prospects for unemployed youth. Unemployed, educated and young can taken up a profession in event organizing towns and cities. Some areas of business in event management are explained below;

- **Party organizing:**

Party ' is an event, party organizing has potential for eaming livelihood. An individual can become a party organizer in different areas for his clients ( or customers ). Clients have different choice, preference and outlook about the party they Willing to organize. An event organizer can conduct it according to the needs of customers.

A party may be in different forms. It may be a gathering by friends, Wedding reception, marriage anniversary, opening ceremony of a show room, opening of a newly built house, product launching

## Steps involved in holding a party (event)

Being party or event organizer, you need to prepare for the following steps :

- a) Choose a theme
- b) Make a guest / participants / players list
- c) Determine the date and time
- d) Decide the venue for an event
- e) Decide if an event is to be conducted indoor or outdoor
- f) Make agreements with the suppliers of food, beverages, decorators, venue preparer, cleaning agents
- g) Take permissions from proper authorities, if there is any need  
to do so.
- h) Decide on the days activities including service.
- i) Informing all stake holders of an event well in advance.
- j) Make agreements with accommodation providers.

## • Catering

A career in catering is getting importance during these days in cities and towns. It requires exclusive knowledge of how to prepare and service large quantities of food and beverage for special events. Caterers must also know the scope of marketing. A person can acquire catering knowledge by attending to training schools or can learn these skills on the job. Many institutions are offering Hotel and Restaurant Management degrees or diploma certificate courses also.

## • Wedding plan

Wedding plan is also one of the self employment opportunities available to people. Infact it has acquired a status of a profession during these days. A wedding planning business can be setup anywhere. It is more profitable if it is started in cities and towns. Wedding planning is also known as Marriage Event Management.

### **Steps to start wedding planning business**

A wedding planning business organizer can operate his business with the following steps :

1. Become a certified wedding planner
2. Name your wedding and event planning business.
3. Register a business name and pay appropriate fee to the registrar.
4. Seek professional advice to build your business legally .
5. Promote your wedding planning event business

## • **Corporate Event Plan**

A corporate event is a gathering that is sponsored by a company in order to promote a product/service or to disseminate information to its stakeholders, such as share holders, employees, creditors, customers, prospective clients, government etc.

### **Examples for corporate events :**

1. Product launching event - Introducing new product.
2. Board meetings- Determine strategic goals, vision
3. Award ceremonies- honor and motivate key staff
4. Shareholders' meetings- Elect BOD, discuss corporate issues
5. Trade fairs - to promote latest products

### **Steps involved in organising a corporate event**

1. Know the details
2. Decide on the budget
3. Decide arrangements
4. Decide a Venue
5. Find a Caterer
6. Entertainment
7. Schedule and logistics
8. Investigation

- **Tourism**

A tourism product can be defined as the sum of the physical and psychological satisfaction it provides to tourists during their travelling towards destination ([www.kullabs.com](http://www.kullabs.com))

A tourist product is a composition of tangible and intangible supplies. They are offered in order to attract large number of tourists. Tourist product satisfies leisure, pleasure, religious or business needs of tourists at one place.

Tourist products are offered in the market for a price. Price is the consideration paid by a tourist for consuming the product. Tourist products helps in mobilising the revenue. Therefore they are efficiently marketed and maintained to earn revenue.



- **E-Marketing as self employment opportunity**

E-Marketing is also known by different names, such as - internet marketing, online marketing, web marketing etc. It includes the marketing of goods, services or information over the internet. Its scope is much wider, it not only includes the marketing on the internet but also includes marketing through electronic mail and wireless media.

Electronic marketing blends together the creative and technical aspects of the internet. It also works on advertisings, attracting customers online, and maintaining customers. It receives and provides suggestions, caters to queries of customers and facilitates settlement of transactions through website.

Internet marketing is associated with various business models, such as - B2C, B2B, C2C etc. As we have discussed earlier, e-marketing is economical, more customer friendly, easy accessible, wider coverage and regular and reliable service provider too. E-Marketing also collect data about customer behavior, preferences, needs and buying patterns through web. This helps in price fixation, negotiation, product feature improvement and relationship with customers.

E-marketing career field has created self employment opportunities in various areas. They include :

1. Online content developer
2. Social media marketing
3. Search engine optimization specialist
4. Brand management
5. Mobile marketing specialist
6. Web designer
7. E-mail marketer
8. Copy writing and editing Video / audio producer.

As per survey, the world is going digital and by the year 2020 all business houses around the world including India will have online business. This will create large number of self- employment opportunities to graduates.