



## A STUDY ON IMPORTANCE OF EVENT MANAGEMENT IN THE CURRENT SCENARIO

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**ABSTRACT** Good planning is a continuous process and good plans should be adaptable and flexible – they require a solid foundation and a straight forward structure. Organising a sport or recreation event can be a daunting task, particularly for an individual or committee planning an event for the first time. While the scale of the events varies dramatically, the principles of event management essentially remain the same. In planning an event it is important to understand why the event is being held, who it is for and who it will benefit. Having a clear focus and defined objectives will help direct the planning process. When and where an event takes place can have a significant impact on its overall success. When considering the best time of the day, month or year to hold an event, it is important to consider other events that may compliment or compete with the event you are organising. With regard to location, there are many variables to consider, including the availability of facilities, accommodation, transport, and the support of local stakeholders. In many cases it is useful to establish an organising committee and clearly assign roles and responsibilities to committee members. There should be an event manager appointed who has overall control of the event and is ultimately responsible for the major decisions and directions of the committee.

**KEYWORDS :** Adaptable, Flexible, Event, Success

### Research:

Research Before investing a lot of time and money into an event, it is important that you research its concept to evaluate the likelihood of its success. You can do this by investigating other similar events that have been held locally or in another location. You should consider any available market research about these events in terms of audience participation and community acceptance. Through the process of researching, you will be able to establish the viability of the event for an audience. Then, you can go ahead and plan your event with confidence, implementing and facilitating it in the most appropriate and effective way.

### The Event Concept:

Successful events are usually based on a strong concept and purpose. Ideas for holding events arise from a multitude of reasons. For example your idea may have come from a need or desire to:

- Celebrate a unique aspect associated with your town or area
- Showcase or develop a particular cultural or sporting activity
- Mark an historic occasion, national day or local holiday
- Host or create a competitive or mass participation sporting event
- Encourage more visitors to come and spend time (and money) in the town/area
- Improve or refocus the image of your town/area
- Encourage and celebrate community activity
- Mark an opening or launch Etc.

Whatever the impetus for your event, you will have identified an opportunity and assessed the various broad risk factors associated with its successful delivery.

### Develop an event management plan:

Planning is the most important part of running a successful event. Event management planning includes all activities and issues associated with the event and how you are going to plan for them.

Your event management plan must include the following important documents:

- Key objectives and measures;
- Project plan/ critical path/ and/ or task list listing all the tasks required to deliver the event
- Project budget;
- Program schedule or run sheet (including contact list);
- Site plan and other details about the venue;
- Traffic management plan;
- Security brief;
- Contracts with suppliers and entertainers;
- Event promotion/ marketing;
- Waste management plan;
- Emergency management plan, including map of evacuation;
- Risk management plan;
- Public liability insurance;

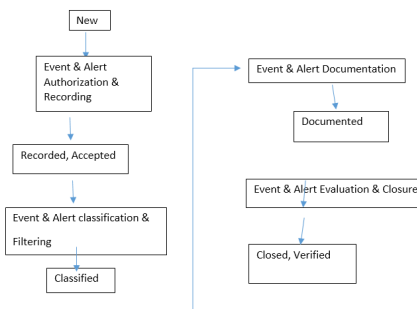
### Importance of Event Management Organisation:

Any event- is the most important event in any person's life. Everyone wants their events to be perfect so that the people who come to the event remember this event as well. It is for this reason that most of the people are now planning to take the services of event planners who would manage their services. If event management services are taken into account, their responsibilities would be diversified and they would focus on other issues properly. Event management is probably the activity most popularly associated with the events industry. Suppliers of this important service provide a one stop shop for companies and individuals wishing to hold an event or party.

Event management companies have a wealth of contacts supplying of all types of services relating to the events industry and take on the responsibility of coordinating all the logistics involved in making the event work to the client's satisfaction. This basically involves doing all the running around, booking the venue, arranging the catering and entertainment as well as all other ancillary services necessary to make the event run to the client's complete satisfaction. They will also be in attendance at the event to ensure that everything runs smoothly and to plan. The list of services that can be provided by an event management company encompasses everything that can be imagined relating to an event. Such services include venue finding, catering, marquee hire, lighting & décor, entertainment, band, disco and all musical entertainment, provision of drinks and hire of mobile bars, hire of all necessary event staff, florists, photography and videography services, security, transport, valet parking, hotel reservations and invitations and invitation management.

When choosing an event management company it is always advisable to meet the company to ensure that you feel they are confident that they can organise the event as required. Common sense dictates that you should ask them for testimonials as well as requesting a client list. For larger and international events it is advisable to choose an event management company who have big name companies in their client portfolio. Once satisfied that the event management company you have chosen is capable of delivering the service that you desire, sit back in the knowledge that they will do all the hard work, enabling you and your guests to enjoy the event.

### Event Organisation Process Flow Chart:



**Fig 1:1-** This chart illustrates the Event & Alert Management process and its activities as well as the status model reflected by the Event & Alert Record evolution.

### Promotion and publicity:

Regardless of the size of the event it is important to consider the level of publicity and promotion required. While some events may require minimal publicity or promotion (depending on the aim, target audience and existing profile), in most cases event organisers will aim to maximise the profile of the event through promotion (controlled and paid for by organisers) and publicity (media coverage). Unfortunately, it is not uncommon for this aspect of the event organisation to be overlooked or left to the last minute, which can result in poor exposure for the event, a poor turnout of participants and unsatisfied sponsors. When looking at publicity, it is important to consider various forms of media (print, radio, online and television) and different ways to approach each of these.

### Always Review and Revise:

If the event is staged on an annual or repeated basis, at the beginning of each year's planning process always make time to review the reasons that you are staging the event and to consider how it can be developed further. Don't make the mistake of just ploughing on expecting everything to come together in exactly the same way it did the previous year.

### Ask yourself:

- Why are you staging the event?
- Is the event still relevant?
- Have the vision, mission or objectives changed?
- Does it still have support from the event team, participants, audiences, community, local authority, funding bodies and sponsors, etc.?
- How will the event be developed?
- Do you (still) have the right skills in place to develop and deliver the event?
- Can you build on previous successes?
- What areas could be developed further?
- How can interest be maintained?
- Is there potential to attract new audiences?
- Is the marketing working?
- How will you maintain or extend the financial viability of the event?
- Do you need to consolidate the event or focus on key elements?
- Do you need to widen the scope of the event? Has the event reached capacity?
- Has the event reached the end of its life cycle?

With annual or repeated events you should be looking at ways to improve the event experience and impact year on year. You should also be able to define and communicate your event's objectives. Your objectives should help deliver your vision and mission. Objectives need to be clearly set out and should follow the SMART principle: Specific, Measurable, Achievable, Relevant and Time-Based:

### The importance of proper event management planning

Proper event management planning is vital for any successful event. The Event Management Plan can perform a number of important functions, including:

- Helps secure permission for the event to proceed
- Provides a road map for the event to all stakeholders
- Ensures we consider all relevant angles during planning
- Ensures we don't overlook anything
- Provides support during the event
- Acts as a key decision-support tool during the event
- Provides a solid outline for staff briefing

### How to offer good service in event management (From company Point of View)

- **Pay attention** – especially during the organizer and client meeting stage. Make sure everything is recorded so there will be no contentions post event. This will ensure that the planning stage is successfully carried out.
- **Train your staff well** – with the highest priority given to the frontline staff such as those involved with the registration process or your fore front marketing team. Remember that the registration staffs not only represent you as the event organizer but also the host

which is your client.

- **Selection of your vendors** – includes most importantly your catering vendor. Select vendors who are proficient in their service and quality of food and drinks.
- **Be organized** – as nothing makes a host more worried than a haphazard event organizer. To be organized entails that you have full knowledge and control over the whole event.

### Closing Thoughts

An event company is only as good as the service they provide. Alike any other development cycle, the role of an event management company starts with understanding the goals, conceptualization, planning, designing, co-coordinating, and ends with execution. When each aforesaid stage is meticulously progressed from one phase to other, grand success is assured. But, nature of these phases and method of conducting may differ from one event to other. An experienced event management company always has alternative plans in case of contingency. These plans are skillfully incorporated without disturbing the smooth functioning of the event. The event management company role does not end here. Tabs on tactics to keep up the time allotted for the event, sanitary arrangements, health and safety measures, non-violation of law of the jurisdiction where the event takes place, and most importantly bring satisfactory smile in the client's face are some additional roles for a company.

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