

The Study of Event Management And Planning

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ABSTRACT - Nowadays, the event industry is playing a vital role in our society. People have come up with a lot of occasions for organizing events such as educational events, company parties, birthdays, international conferences, etc. Events are also a part of human beings social life because people get to know each other and talk with different people with different backgrounds. However, in order to organize a good and successful event, it requires a great amount of planning. Event managers and event coordinators need to collaborate in order to formulate the most viable plan for events. In order to make events successful and well organized, all of the stages in the entire planning process also need to be in harmony and be correlated with one another.

Keywords – Event Management, Planning, industry.

I. INTRODUCTION

Event management is the application of project management to the creation and development of large-scale events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. The process of planning and coordinating the event is usually referred to as event planning and which can include creating budget, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third party vendors, and emergency plans. The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, charitable organizations, and interest groups hold events in order to market themselves, build business relationships, raise money, or celebrate achievement.

TYOLOGIES OF EVENTS

Depending of the event's purpose itself, it can be put into different categories. Following are some categories in which broadly all the events are involved:-

- # Religious events
- # Cultural Events
- # Musical Events
- # Sporting Events
- # Personal/Private Event
- # Political/Govt Events
- # Commercial/Business Events
- # Corporate Events

CHARACTERISTICS OF EVENTS

Event plays an important role in daily activities. That is why it is important that key characteristics of events be examined in depth. Following are some of the key characteristics of events:-

- **Uniqueness** -It is certainly comprehensible that being unique is one of the main elements of all Events regardless of purposes. Sao the repetition of the event should be avoided, and more focus should be brought on uniqueness.
- **Ritual & Ceremonies**-Thousands of years ago, ritual and ceremony were already evidentially of great importance. We should not underestimate Ritual and ceremony because both of them reflect any nation's community, lifestyle, cultures etc. Now days it is not unusual to create new ceremonies accompanied by new traditions.
- **Intangibility**-Intangibility of events is related to mental values, whereas tangibility refers to something that can be seen or touched. Event organizers should make the event tangible by boosting up the tangibility of events. Simply put, event organizers can offer participants, visitors, guests etc. postcards, chocolates, soft drinks, cakes, etc
- **Ambience and services**-Whether an event gains a huge success or is considered a big failure depends on ambience. Ambience refers to the surroundings, participants, catering services etc. at the event. For example, basic lights, soft music, people working on ground, sitting arrangements cleanliness etc plays very vital role.
- **Personal Contact & Interaction**-It is the responsibility of staff and employees working in the

event to make sure that they keep personal contact with their guest so that continuous interaction would lead to higher satisfaction of needs.

PLANNING EVENT

Planning an event teaches us how to utilize all of the resources as well as how to formulate best strategies to meet up with the current needs. From that perspective, the firm or organization has good knowledge of how to boost up their own business.

PRIOR TO EVENT PLANNING

Before planning an event, event managers should pay attention to developing purpose of events, developing objectives of events, preparing an event proposal and planning budget for the event.

1. **Developing purpose of events:** Through developing the purpose of events, we can assure that planning and implementation of events are well-conducted, and the introductory intent is highly focused and realized.
2. **Developing objectives of events:** Objectives should be specific and detailed. While developing objectives of events, we should take into account SMART objectives. In general, objectives should be specific, measurable, attainable, realistic and time-bound.
 - **Specific:** The event should be specific, not abstract or general. The main purpose should be well-clarified to ensure that steps of planning are correct and appropriate.
 - **Measurable:** The event should be measurable in terms of stats.
 - **Attainable:** Event should be measurable as well as attainable for all the involved parties
 - **Time-bound:** The importance of time-management, timeframe and schedule is very high.

II. PREPARING AN EVENT PROPOSAL

An event proposal is very important. In order to make a good event proposal, purposes, objectives, organizations, venues, timescale etc. should be included in an event proposal. An event proposal is very useful for follow-ups, and the team can have a general idea of what an event is about, how an event will be managed in the future etc.

BUDGET

Each and every event always has a specific budget plan. Event managers will face difficulty in budget predictions. Calculations will not remain the same; therefore, such calculations should not be considered solid and reliable owing to the other changeable factors during the event planning process such as schedules, timelines etc.

DURING AN EVENT PLANNING

1. Financial plan

Financial planning for events is important because it determines the success of events. A good financial plan needs a lot of time, effort and care. Depending on the nature of events, a financial plan may be different from one another.

2. Budget

Careful budget plan enables the organization to take control of expenditure and ensure that the finance management is on the right track. The budget is made based on exact quotes collected from all the contractors, suppliers together with thorough research in order to make sure that all of the expenses are correctly calculated and are not overlooked.

3. Income

Event manager shouldn't always focus on profit because sometimes while entering market we need to work in no profit situations. But in long term profit is important and proper statements should be prepared to find out the actual earnings of firm/team.

4. Sponsorship

Depending on the nature of events, sponsorship will be taken into account by event managers or event organizers. It also should be kept in mind that not all sponsorship expects to boost up the market share or the competitiveness of certain products or services in a direct way. Some firms or organizations see event sponsoring as one way or another to build up good public image..

5. Cash flow

It is very crucial to control the capital. Event organizers or managers should always keep track on it while planning an event because the planning phase can be prolonged and complicated, otherwise, the event firm/team might end up being ignorant of where the money comes from and how it is actually spent.

6. Operational plan

Operational plan comes after the financial planning phase. Operation plan requires a lot of resources such as staff, equipment, etc. in order to make the event actually happen. It actually means that professional event managers or organizers need the sufficient amount of time to plan an event thoroughly and efficiently.

7. Resources

All of the resources need to be well managed and used wisely. When it comes to resources, it is best to avoid resources dependency, but as an event team we highly depend on organizing and managing resources which is again connected with other event people

8. Staffing

Depending on the nature of each event, place of event the number of staff should be determined accordingly.

Ultimately staff is the final lead that comes in contact with customer.

9. Venues and Logistics

Venue-finding is perhaps one of the most vital aspects of the event venue for the planning phase. When it comes to venue-finding, there are two possibilities event organizers may come across:

- There is a good chance that event organizers already have good knowledge of which venue to choose
- Event organizers might find it difficult to find a venue because of limited choices, especially in rural area.

10. Services

After a perfect venue has been found, the next important step is to provide visitors and guests with some services that can color their own experiences. Normally, at the event, both catering and drinks services are included. Catering and drink services are discussed as follows.

- **Catering services:** Different types of catering services can be considered accordingly. In-house catering, contracted-catering, etc. are choices of catering services. Types of catering services should be selected appropriately as long as organizers can deal with all of those following matters successfully: Profitability, flexibility and convenience.
- **Drinks services:** Drinks services should not be underestimated in any situation. In event industry, drinks services may come in the form of bars. Again depending on types of events and event organizers, drinks services can be selected accordingly

11. Safety and security

Safety and security management should also be prioritized during the whole process of planning an event. In order to formulate an efficient security management plan, event organizers themselves need to obtain a great deal of information about the crowd, visitors, guests, etc. Safety and security issues should not be underestimated in any circumstances because they play a vital role in the secure execution of events as well as in ensuring that all of the attendants, staff, visitors etc. are fully protected from any types of threats.

12. Marketing plan

A good marketing plan attributes to well-organized and successful event. Marketing is vitally important because it attracts an audience so that the event itself will not turn out to be a non-vent. Marketing mix should be carefully used because the misuse of marketing mix can lead to the big failure.

13. Target Segment

The segmentation can be based on demographics (age and gender), geography, consumption patterns, social-economics (income and class), visitation patterns (loyalty, seasonality etc.) etc.

III. AFTER EVENT PROCEDURE

It is paramount to ascertain that evaluation process and feedback collection should be conducted thoroughly after the event.

1. Evaluation

Evaluation process concerns the understanding of evaluation process, the purpose of evaluation, collecting information for the process and visitors' impressions.

2. Understanding the significance of evaluation

After the implementation of an event, the final evaluation should be taken into consideration and carried out thoroughly. The evaluation should include all of the necessary and various sources of information

3. Feedback

Feedback is collected and it assists the company or organization to accumulate experience for the prospective events. Feedback should be thoroughly handled. There are several options to collect feedback from visitors, guests, participants at the events such as the completion of forms, personal interviews, small focus group etc.

IV. CONCLUSION

Here we have seen the details of this business till an extent, and it clearly seems that this industry will grow at much higher rate due to better use of technology, emotional connection, sense of unity, higher involvement of youth and its day by day increasing demand leading to creation of more and more employment opportunities for youngsters.

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