Event Management

* Prof. Shaikh Ashed Parvez, Assistant Professor, Department of MCA, MIT (E), Aurangabad.

What is an Event?

An event can be described as a public assembly for the purpose of celebration, education, marketing or reunion. Even can be classified on the basis of their size, type and context.

Types: -

- **Corporate Events:** events like T2B, HR Summit and etc.
- **Education and Career Events:** events like education and career fair, workshop, seminar, debate, contest, competition etc.
- **Social Events:** events like Balkalakaar, Impact Week Discovering Hope, Udaan and etc.

What is Event Management?

Event management is the process of analyzing, planning, marketing, producing and evaluating an event. It is a different way of promoting a product, service or idea. If an event is managed efficiently and effectively, it can be used as a very powerful promotional tolls to launch or market a product or service. Events management requires certain core values to be deployed to every element, process and decision to justify professional approach and achieve effective and efficient results.

Market Research in Event Planning

- ❖ **Market research:** before organizing an event, find out whether there is a market (i.e. audience) for your intended event or not. For e.g. you want to organize a BKK in India. If societal need is not net with event objective, then it is not a good idea to organize such event there. The event will fail for sure.

- ❖ **Market Analysis** (Understanding with general example): If there is a market for your intended event, then do market analysis. Market Analysis means finding information about your target audience. Find out who are your target audience i.e. their age group, sex, qualification, profession, knowledge level, income, status, likings, disliking, personality, customs, traditions, religion, lifestyle etc. Knowing your target audience's customs, traditions and religion is very important so that we don't hurt their customs and religion unknowingly through our event. For e.g. if you organize a Hindu wedding and serve beef there, then u will be in mortal danger as cow is considered as a sacred animal in Hindu religion. Similarly serving pork in a Muslim function can bring havoc. Find out where majority of your target audience live so that you can direct your marketing efforts towards them. There is no point in advertising across US if your target audience belongs only to New Jersey. In this way you can cut down your advertising and marketing cost tremendously. Find out what are the desires and expectations of target audience from your intended event. Find out when (i.e. date and time) and where (i.e. venue) they want the intended event to take place. For this you will have to do survey. All this information will help you in developing a better event plan.

- ❖ **Competitors' Analysis:** It means finding information about your competitors. Find out who are your competitors.i.e. their age, sex, qualifications, knowledge level, experience in organizing events, turnover, market value, PR (media and corporate contacts) and market share. Find out how they promote and execute their events. What they do in their events? Why people come to their events? For this you will have to attend each and every event

organized by your competitors and then create an event report. The event report will contain things like

- Seating and light arrangements
- Promotional materials used
- Blueprint of the whole venue
- Program and food menu
- Contact details of sponsors, partners, clients (for whom the event is organized)
- Service providers like djs, anchors, makeup artist, performers, photographers,
- Videographers, decorator, florist etc.

Find out as much information as possible about events organized by your competitors.

SWOT Analysis in Event Planning
❖ Products/Services Research

If you are organizing a corporate event, then it is necessary for you as an event manager to do research of the products/services promoted and sold by your corporate client.

- Find out how the company promotes its products
- How the company wants to build/enhance the image associated with its product (also known as the brand image)?
- What is the market value and market share of the company and its products?
- Who are the customers of the product?
- What are the features of the product?
- What are the advantages and disadvantages of the product in comparison to competitors' products?

All this research will later help you in making an effecting promotional campaign for your corporate event.

SWOT Analysis

It is a strategic planning tool which is used to identify and analyze the strengths, weaknesses, opportunities and threats involved in your project. SWOT analysis can also be done on your organization.

❖ Strengths:

These are the attributes of your project/organization which are helpful in achieving project's objectives. For e.g.: experienced event team, high motivation level, excellent PR, good market share etc.

❖ Weaknesses:

These are those attributes of your project/organization which are harmful in achieving project's objectives. For e.g.: social loafing, lack of funds, inexperienced event team, low energy level, lack of media and corporate contacts etc.

❖ Opportunities:

These are those external factors which are helpful in achieving the project's objectives. For e.g.: little competition, favorable economic conditions, support from the local authorities, availability **of** the state of the art infrastructure etc.

❖ **Threats:**

These are those external factors which are harmful in achieving the project's objectives. For e.g.: high competition, little or no support from local authorities, bad weather, poor infrastructure, high lab our rate, unavailability of raw material etc. It is very important that you conduct SWOT analysis before developing an event plan to develop a strategy which maximizes the potential of strengths and opportunities of your project and at the same time, minimizes the impact of the weaknesses and threats.

Analysis Report:

After conducting market, competitors, product/service research and SWOT analysis, create a report which contain details of all the research work done by you. Documentation of your research work is important, later for event evaluation. Your analysis report will also help you in getting sponsorship for your event.

Events planning - with 5 W's Concept

We follow 5 'W's (i.e. Why, What, When, Where, Who) principle to create an event plan.

➢ **Why**

'Why' means, why you want to organize the event i.e. event objective. What do you want to get from the event? For e.g.: do you want to organize the event to enhance your company's brand image, to increase company's sales, to promote your client's products/services or to promote a social cause etc. Defining event objectives at the very start of event planning is very important as it gives you the direction in which you should proceed to accomplish your objectives. Organizing an event without clear objectives is a huge waste of both time and resources.

➢ **What**

'What' means what you are going to do in the event i.e. what will be the:

❖ <u>Event Name</u> What will be the name of the event? For example: 'BKK".
❖ <u>Food and Beverage Menu</u> It contains the list of food items and beverages you will serve during the event to guests and target audience
❖ <u>Guests Profile</u> who will be your chief guest and other guests? Your guest list must include organizers, sponsors, partners, clients and specially media people. Use your imagination to create good titles to woo your guests. Like 'Guest of honor[1], star guest etc. Never give special treatment to one particular guest or guests' group.
❖ <u>Type of Entry</u> Decide how will be the entry. Entry will be by ticket, pass or invitation only.
❖ <u>Entry fees</u> What will be the entry fees? If you are going to charge entry fees, then be prepared to pay entertainment tax. Your entry fees should be according to your target audience's status. If you overcharge you won't get any audience.

❖ <u>Promotional Campaign</u> How you are going to promote your event, organizers, sponsors, partners and clients: - pre-event, at-event and post-event.
❖ <u>Program Menu</u> It is the list of various activities that will occur as a part of the event.
❖ <u>Event Budget</u> to determine your event budget finds out what will be the cost for producing and marketing the event.

➢ **When**

When you are going to organize the event (i.e. date and time)? Keep following things in mind while selecting date and time for the event:

❖ Select date and time according to target audience convenience and availability. For e.g.: don't organize events during work days, examination days or festival times. The best time to organize events is during weekends like Saturday or Sunday.

❖ Make sure that your event's date and time, don't clash with other event's date and time specially bigger event's date and time. For e.g.: it is not a good idea to organize your music concert on a day when there is Bon Jovi concert.

❖ Keep climatic conditions into mind while selecting date and time for your event. It can be disastrous to organize event outdoor on a day when the weather is stormy or heavy rain is expected. Here you can take help of your own experience if you are familiar with the climatic conditions of the region where you intend to organize the event or you can take the help of the meteorological department for the weather forecast. Find out how the weather will be on the day of your event.

➢ **Where**

Where you are going to organize the event (i.e. venue)? Check out the venue selection tips.

➢ **Who**

Who will be your organizers, sponsors, partners, clients and target audience? How many target audiences you are expecting to visit the event and why? You must have very good reason to this 'Why' as you will have to convince your prospective organizers and sponsors that why particular number of people will attend the event.

Conclusion:

The event management works in a GIGO manner i.e. *Gold in Gold Out or Garbage in Garbage out*. Event management face challenges in planning, organization and implementation of events due to both human and technical factors, and even more so in emerging markets where they are often confronted with lacks in soft infrastructure. But the goal can be achieved without proper coordination.

References:

1. www.google.com
2. www.wikipedia.com