

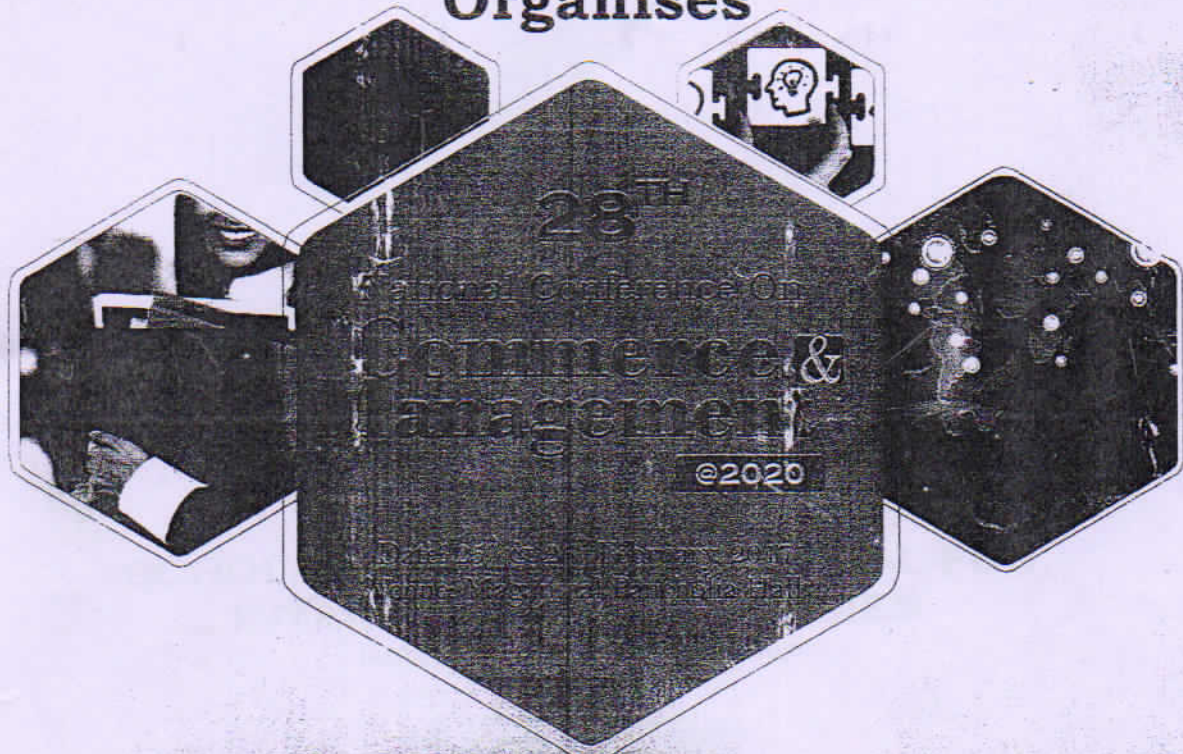


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45

Maharashtra State Commerce Association Organises



Special Issue of An International
**Scholarly Research Journal For
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SPECIAL ISSUE OF AN INTERNATIONAL
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10.

ROLE OF EVENT MANAGEMENT IN PRESENT SCENARIO

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Introduction: Event management requires a person to be interactive and energetic in nature. In order to plan and manage an event, it is important to plan and organize the event so that they do not face issues later on. People who are involved in this process are required to have skills that make them creative and come up with new techniques and ideas. Moreover, several factors need to be considered when managing such an event because not only are people involved in managing the event but they also require money and other resources. An event can only be completed in a successful manner when they are completed within the prescribed time and within the budget that is allocated for this purpose. During the process of event management, the manager is required to focus on some factors that would help them to carry out the process affectively. In planning of the event, the entire process needs to be followed in an organized manner. The first step is to plan the entire event and create the budget that would be required for this process. After planning and organizing, the invitations are sent to the visitors of the event and seminars need to be planned as well. The site of the event is also important in this regard because a good site would always attract people and the success of the event might be dependent on this factor. It should also be known that the event should be designed according to the schedule that was created in the event management. Wedding is the most important event in any person's life. Everyone wants their wedding 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. This would be important because there is already too much pressure on the husband and wife as they would have to focus on other issues such as buying the proper wedding clothes, deciding on the invitation cards and cakes. Hence, if event management services are taken into account, their responsibilities would be diversified and they would focus on other issues properly. People can search for the event planners when their weddings are near. There are different ways through which people can find out about the best event planning companies that are near to them. They can search the internet for this purpose as well because there are several websites that have complete details about the best event management companies and their features and costs that can help the person decide the company, which is most suitable to them.

Objectives of the study:

1. To Study the Concept of Event Management.
2. To Study Functions of Event Management.
3. To Understand Benefits of Event Management.
4. To understand types of event management.

Research Methodology: The present study is based on the secondary data which is collected from the books, articles, magazines, journals published & internet websites.

Concept : Event management requires a person to be interactive and energetic in nature. In order to plan and manage an event, it is important to plan and organize the event so that they do not face issues later on. People who are involved in this process are required to have skills that make them creative and come up with new techniques and ideas. Moreover, several factors need to be considered when managing such an event because not only are people involved in managing the event but they also require money and other resources. An event can only be completed in a successful manner when they are completed within the prescribed time and within the budget.

that is allocated for this purpose.

Main functions of **Event Management** are explained below:

1. **Planning:** A closer look at the planning function that the overall coordinator, the project manager and the sales team is dedicated to is warranted here. Planning tries to optimize resource utilization across the board. A cross-functional team is a necessity here given the complexity in decision-making involved and the requirement for phenomenal researched information. Beginning with understanding the client profile, the brief for the event, the target audience and number expected, a major component of any event that follows is the preparation of the event cash flow statement.
2. **Organizing:** We had earlier mentioned that events typically have a team based work environment and a project type of organisation structure and that responsibility are assigned to the relevant staff members in the team for the event. Coordination of the arrangements required is divided among the team members. We further reiterate that understanding organizing in the context of event management essentially involves the description of the activities required for an event, identifying individual and team tasks and distribution of responsibilities to coordinators. Such an exercise helps in creating an intentional structure for clarity of roles and positions. These structures change with almost every event depending upon the resources available. Therefore, in management parlance, one can call the organisation structure in events as a project type of structure. Event coordinators are essentially required for the organizing part for an event. Starting from contacting the artist or performers and in case of absence or dropouts, making standby arrangements is one of the most important functions of the event coordinator. After planning and creative functions have worked out the game plan, the event coordinator then goes about fixing the date, terms and conditions with the artist. This is followed by arranging and creating necessary infrastructure. Planning and coordinating with the professionals for the physical availability of the sound, lights, stage, sets and seating is followed by arranging for some softer aspects of organizing. These involve handling the publicity, which includes press meets, releases, etc. for a favorable coverage and handling of ticketing and invitations. The actual procurement of permissions and licenses from various Government departments finally becomes the coordinator's responsibility once the planning stage decides the requirements.
3. **Staffing:** Functional responsibilities in a project type organisation structure define event management staffing requirements. The importance of team structure, experience, background and expertise of team members plays a crucial role in event management. It is the size and the resource availability in the events enterprise that to an extent defines the exact role of the staff members. In a big firm, there is more scope for specialized functional personnel with limited functional responsibilities, whereas, in a small firm, there is a fusion of roles depending purely on availability of time and staff. Exceptionally people friendly and situation savvy professionals are needed to man this post on the event front. Thus, while recruiting for events, one tends to feel that candidates with a past background in the hospitality industry, sales and advertising would be ideally suited to tackle the stress and pumped up adrenaline levels that come free with events. Events as mentioned earlier are very physical in nature. A host of skilled and unskilled volunteers and labor staff need to be guided effectively. Given the fact that events are do or die projects, i.e. are one-off in nature, trouble shooting in and during the event therefore demands the most street smart and event savvy individuals. Functionally, one can segregate the following functional level responsibilities that need to be addressed within the team for a specific event as discussed above in the section on organizing. The overall coordinator is the person in-charge of a particular event. He has the final authority in decision-making matters related to the event. The creative manager leads the creative team.
4. **Leading and Coordination:** The sum and substance of events as a whole revolves around interpersonal skills. The need for achieving synergy among individual efforts so that the team goal is reached is the main aim of coordination. The overall coordinators need to be leaders with fantastic

people skills. They are continually required to motivate the labour and other junior coordinators to work hard given the physical nature of the job, the time constraints involved and the one-off nature of the event. The overall coordinator also should be able to guide the marketing and project managers and this may even mean that the experience and expertise of past events need to be passed on to relative new comers given the shortage of professional event managers. Thus, great communication skills and patience without letting too many errors happen as well as knowing how to use the carrot and the stick in a balanced manner are the basic characteristics of the overall coordinator. In addition to the above, the leadership qualities desired of an event manager include the ability to spot a deal and think on one's feet.

Controlling: Evaluation and correction of deviations in the event plans to ensure conformity with original plans is the gist of controlling. Evaluation is an activity that seeks to understand and measure the extent to which an event has succeeded in achieving its purpose. The purpose of an event will differ with respect to the category and variation of event. However, to provide reach and interaction could be a generic purpose that events satisfy. There can be two attitudes with which evaluation can be put in its proper perspective.

Benefits of a Successful Event:

If you follow all the above mentioned suggestions and the event turns out to be a success then you would not only have the required exposure for your company but there would be a definite increase in the overall image of your company.

Building a positive brand image for your company would further assist you to get attention of more and more prospective customers and it would also help you build a positive image in the market that may help your company to sustain for a long period of time.

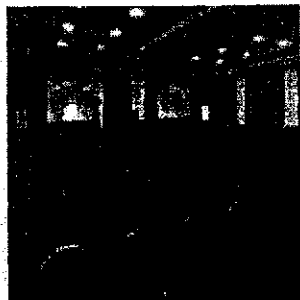
This is a proven fact that if a brand is popular then people would not hesitate to try out a new product or service being offered to them without focusing on the risks associated with the same.

As your business progresses, you should try to get more and more of events organized as this would help you to keep in touch with your clients/ prospective clients.

Types of Event:

There are almost countless types of events, some are demanded frequently by customers, others are not. Find in-depth information about the most important types of events. EventManagement.com describes the diversity of the event planning industry.

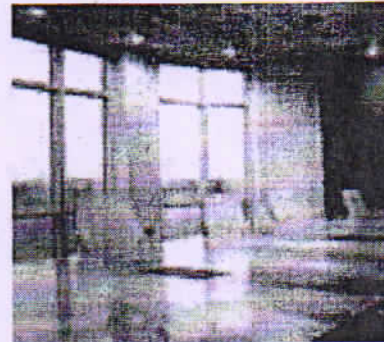
Corporate Events



Conferences are popular and important business events. Everything about the event management of academic, medical and business conferences



Seminars educational events for the training of managers and employees. Most seminars are not comparable with boring lectures. Interactivity is core!



Meetings are common business events in large companies, perfect to discuss operational and financial strategies

Team Building Events a key to develop and motivate teams in companies and divisions. Everything about the planning of professional team building events



Business Dinners a long-standing corporate tradition to conclude fiscal years, celebrate milestones or to get in contact with key customers



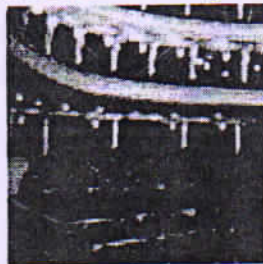
Press Conferences perfect business events to promote new products, launch marketing campaigns to inform the shareholders and public about financial issues



Opening Ceremonies are held to start conventions, annual meetings and other events that last for two or more days. Find everything about opening events



Product Launches are critical for the successful market introduction of some products. A perfect product presentation might also increase the media coverage



Award Ceremonies are great events to honor and motivate key staff or to acquire and retain customers. Event planners are able to organize events to remember



Weddings should be the most important days in the life of brides, grooms and their families. Professional event managers help to plan the events



Birthdays require seldom a professional event manager, but there are exceptions. Find out how event managers can help you to make your party a success



Family Events are great opportunities to assemble whole families. We offer hints and ideas to plan perfect family events like birthdays, weddings, etc.

Conclusion: No matter what business you're running, a strong brand is integral to your success. That applies to event management just like any other industry – albeit with a caveat or two. See, even planners occupy something of a strange space where branding's concerned. I should explain. It's incredibly rare for an event management firm to be noticed in any meaningful way by their guests. Speaking from personal experience, I've no concept of who ran the last few conferences I attended. I only recall the business they were running it for; the brand whose reputation that event was designed to cultivate. See, here's the thing. From a branding standpoint, your guests are a secondary customer. While it's imperative that they enjoy the events you run, they aren't the ones you're ultimately trying to impress – they're not the ones with whom you need to foster a positive brand identity. That honor goes to your clients. It goes to your vendors, event partners, guest speakers, and volunteers. They're the ones who make your career possible – the ones you absolutely cannot afford to alienate. So, aside from just running awesome events, how can you make sure your firm's got a positive reputation in the field of event management.

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