

# Chapter - 1

## Concepts covered:

- Event
- Meaning
- Why event management
- Analysis of event
- Scope of event
- Decision makers
- Event manager technical staff
- Establishing of policies and procedures
- Developing record keeping system



# Introduction to event

Now a days events are our cultural center of attraction and due to increase in leisure time and discretionary spending have led to a large number of public events, celebrations and entertainment.

Events are an opportunity to **relax** from there busy schedule and enjoy the time.

In simple words events can be said as an **occasion where the people meet** together and for fulfillment of particular aim/purpose.

# Meaning of event

An event is the **occurrence** happening at a determined **time** and **place**, with or without the participation of human agents. It may be a part of chain of occurrences as an effect of a preceding occurrence and as the cause of succeeding occurrence.

Hence an event can be described as a **public assembly** for the **purpose** of celebration, education, marketing or reunion.

## An event can be of:

- Social/ life cycle events

Events like birthday party, hen/stag party, graduation day, bachelors party, engagement, wedding, anniversary, retirement day, funeral, etc.

- Educational and career events

Events like education fair, job fair, workshop, seminar, debate, contest, competition, etc.

# Guess the event



- **Sports events**

Events like Olympics, world cup, marathons, Wimbledon(tennis), wrestling matches, etc.

- **Entertainment events**

Events like music concert, fairs, festivals, fashion shows, award functions, celebrity nights, flash mob, jewellery shows, stage shows, etc.

- **Corporate events**

Events like MICE(Meeting, Incentives, Conferences, Exhibition), product launches, road shows, buyer seller meet, etc.

# Guess the event





- **Political events**

Events like political procession, demonstration, rally, political function, etc.

- **Religious events**

Events like religious festivals/fairs, religious procession, katha, pravachana, Diwali fair, dusherra fair, etc.

- **Fund raising/ cause related/ awareness events**

Any event can be turned into fund rising or cause related or awareness creation. E.g. auction, swatch bharath, go green, etc.

# General knowledge time

1. Father of income tax?
2. Five heads of income under income tax?
3. Who prepare monetary policy in India?

Ans1: James Wilson

Ans2: income from salary, House property, business or profession, capital gain, other sources.

Ans3: RBI

Guess the event



# Types of events

- **On the basis of size**
  - a. Local or community events – community meeting
  - b. Major events – bidding
  - c. Hallmark events – mysore dhasara
  - d. Mega events - olympics

- **On basis of form / content**

- a. Cultural events –**

1. High profile general celebrations of the arts -  
America got talent
2. Festival that celebrate a particular location –  
kumba mela
3. Art form festivals – dance India dance
4. Celebration of work by a community of interest –  
ganesha chathruthi
5. Calendar – Christmas cake show
6. Amateur art festival – local events
7. Commercial music festival – live concerts

Guess the event



## **b. Sports events**

1. Type A (mega events) – FIFA world cup
2. Type B (calendar events) – FA cup final
3. Type C (one-off events) – Grand Prix Athletics
4. Type D (showcase events) – IPL

## **c. Business events**

1. Agricultural shows – krishi mela
2. Consumer shows – all India festival
3. Specialized trade shows – conferences
4. Private exhibitions – product launch

Guess the event

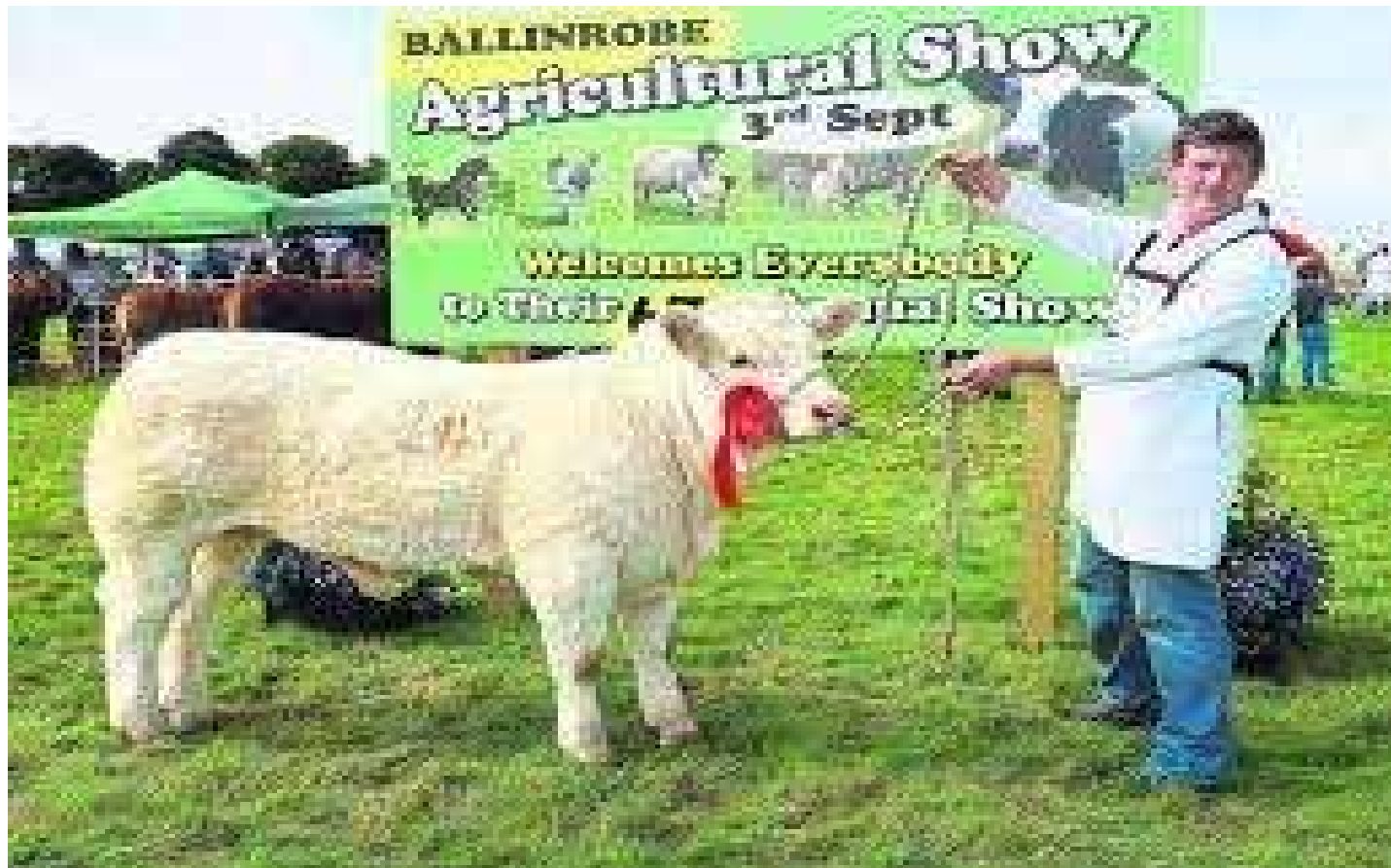




# Guess the event



# Guess the event



# Event management

Event management is application of **project management** to the creation and development of large scale events such as festivals, conferences, ceremonies, normal parties, concerts.

Event management is about organizing a professional and focused event for a target audience. It involves visualizing concept and planning, budgeting, organizing and executing events such as fashion shows, musical concerts, corporate seminars, exhibitions, wedding celebrations, theme parties, product launch , etc.

Event management is application of management practice of project management to the creation and development of festivals and events.

TARGET



BUDGETING

COORDINATING



CREATION



SCHEDULING



**EVENT**

**MANAGEMENT**

MARKETING

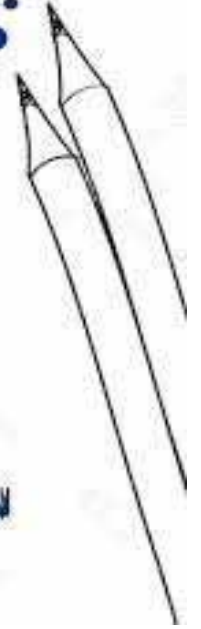


SECURITY

LOGISTICS



LOCATION



# Qualities of a successful event management

- Negotiating skills
- Creative skills
- Convincing skills
- Coordinating / organizing skills
- Planning skills
- Executing and implementing skills
- Effective communication skills
- Risk handling

# Guess the event



# APTITUDE

- In certain code MTUXTRVN is written as NUVXTQUM, then ASUMNJKL is written as

Ans: BTVMNIJK

M T U X T R V N

+1 +1 +1      -1 -1 -1

N U V X T Q U M

- 2, 5, 10, 17, ?, 37

Ans: 26

2    5    10    17    26    37

3    5    7    9    11

# **Event planning**

The process of planning and coordinating the event is usually referred to as event planning and can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging décor, event security, catering and emergency plans.



# Types of events of companies

- Business events
- Corporate events
- Cause-related events
- Coordinating skills
- exhibitions
- Trade fairs
- Meetings
- Seminars
- Product launch
- Workshops
- Promotional events

# Guess the event



# Guess the event



# **Need/importance/objective/role/ function of event management**

- Develops the theme of the event
- Provide career opportunities
- Develops leadership qualities
- Develop team spirit
- Enhances corporate image
- Encourage creativity
- Ensures safety and security
- Financial management
- Determining break even point(BEP)
- Preparation of budget for an event
- Preparation of cash flow analysis and predation of profit and loss statement.

# Event analysis

It is a process which provides valuable inputs for training and education, reliability trend analysis efforts, and reliability standards development ,all of which support continued reliability improvement.

Cost Benefit Analysis(CBA) plays an important role in the potential risks and gains of the project or event to be undertaken.

Budget of event is an important factor of finance. When preparing a budget usually one maintain margin of 5% to 15% and it is called as **buffer margin**.

The entire event plan is in the budget.

# Guess the event and analyze the necessary requirements



# Basic guidelines for event analysis

- Track site rental costs
- Estimate catering costs
- Document transportation charges
- Add decor expenses
- Document entertainment and equipment fees
- Summarizing printing charges
- Line item for gifts
- Identify activities expenses
- Post office expenses
- Give yourself a contingency fund category
- Summarize projected expenses
- Summarize actual expenses

# Guess the event and analyze the necessary requirements





# SEATING ARRANGEMENTS

- P Q R S T U V and W are sitting in a circle facing center.
- P sits 2<sup>nd</sup> to the right of W who is 3<sup>rd</sup> to the left of T.
- Only 2 person sits between R and V
- S and T are immediate neighbor of R and V
- T sits between R and S
- U IS NOT AN IMMEDIATE NEIGHBOUR OF R

Q1: who sits facing U?

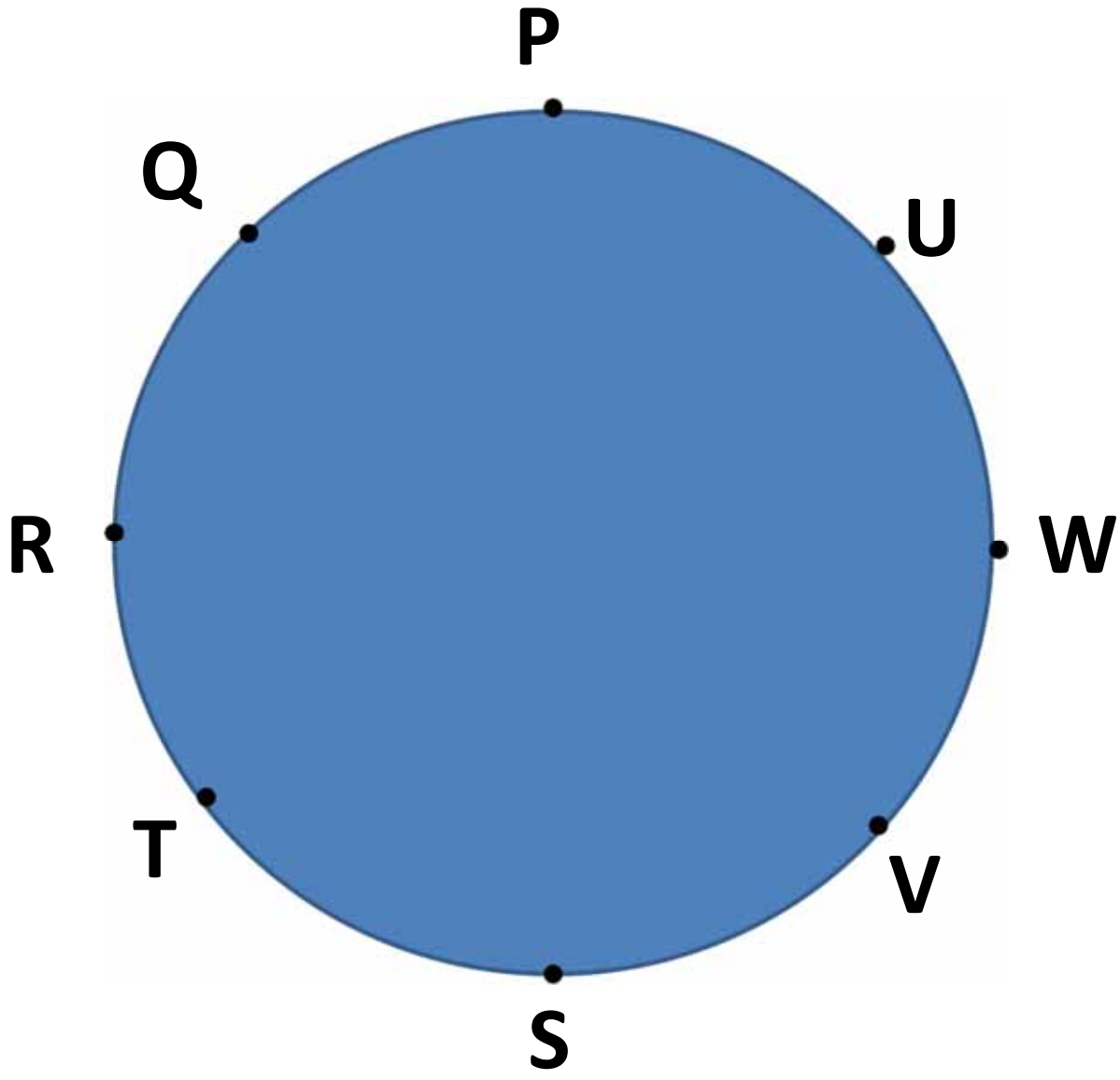
Q2: who is third to the left of V?

Q3: who is immediate left of S?

Ans1: T

Ans2: R

Ans3: V



# Scope of event managers

- As a career choice
- Professionals preferred
- Niche needs
- Wedding management
- Awards/fashion events
- Sports mangemnt
- Work wise with client servicing, planning, creative marketing
- Skill speak

# Guess the event and analyze the necessary requirements

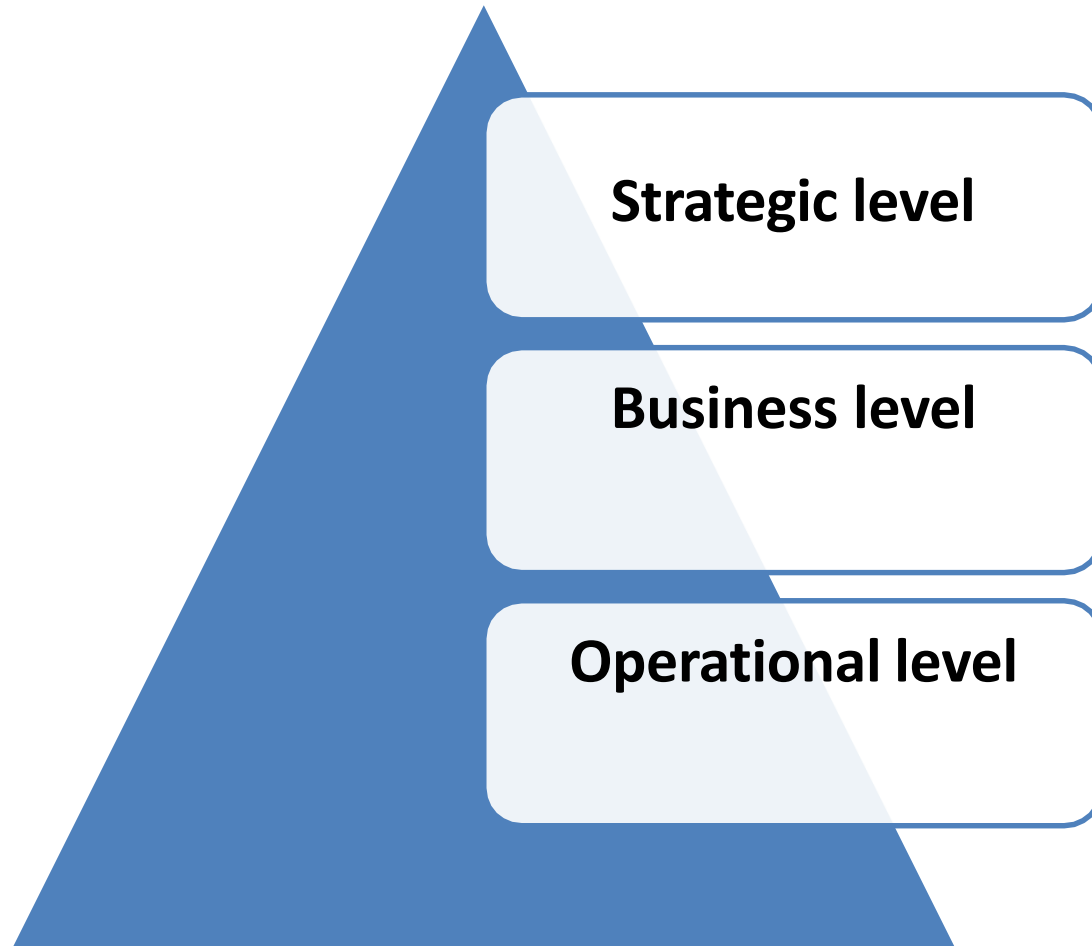


# Decision makers

People who take decision. Decision making is termed as cognitive(intellectual) process resulting in the selection of a belief or a course of action among several alternative possibility.

Decision making is the last substance in the decision phase and the stage in which the board needs to have collected enough information to decide whether the event should go ahead to the detailed planning stage.

# Different levels of management and decision making



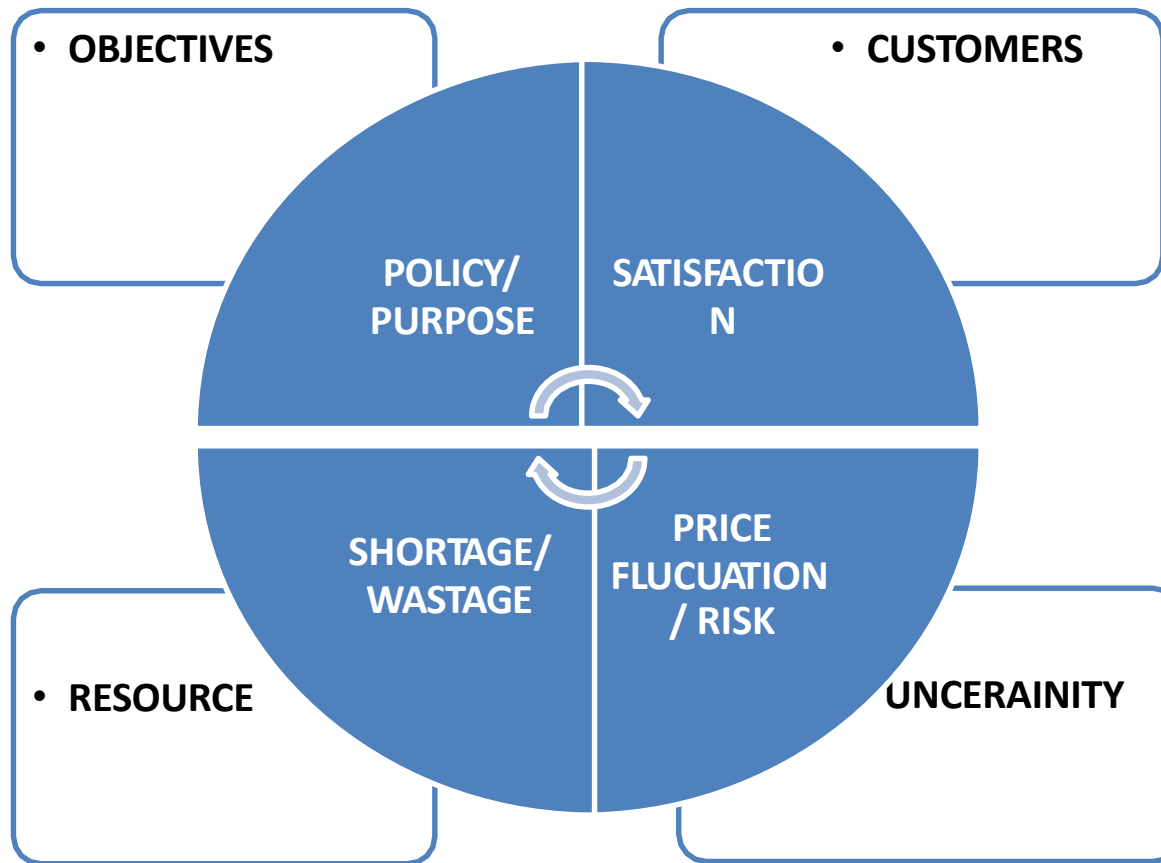
**The triangle of management and decision making**

Guess the event





# Influences on organizational decisions



# EVENT MANAGER TECHNICAL STAFF

- A person who plans and executes well.
- Good public relation
- Creativity, technical and logistical elements
- Multi-dimensional profession

## Event managers skills

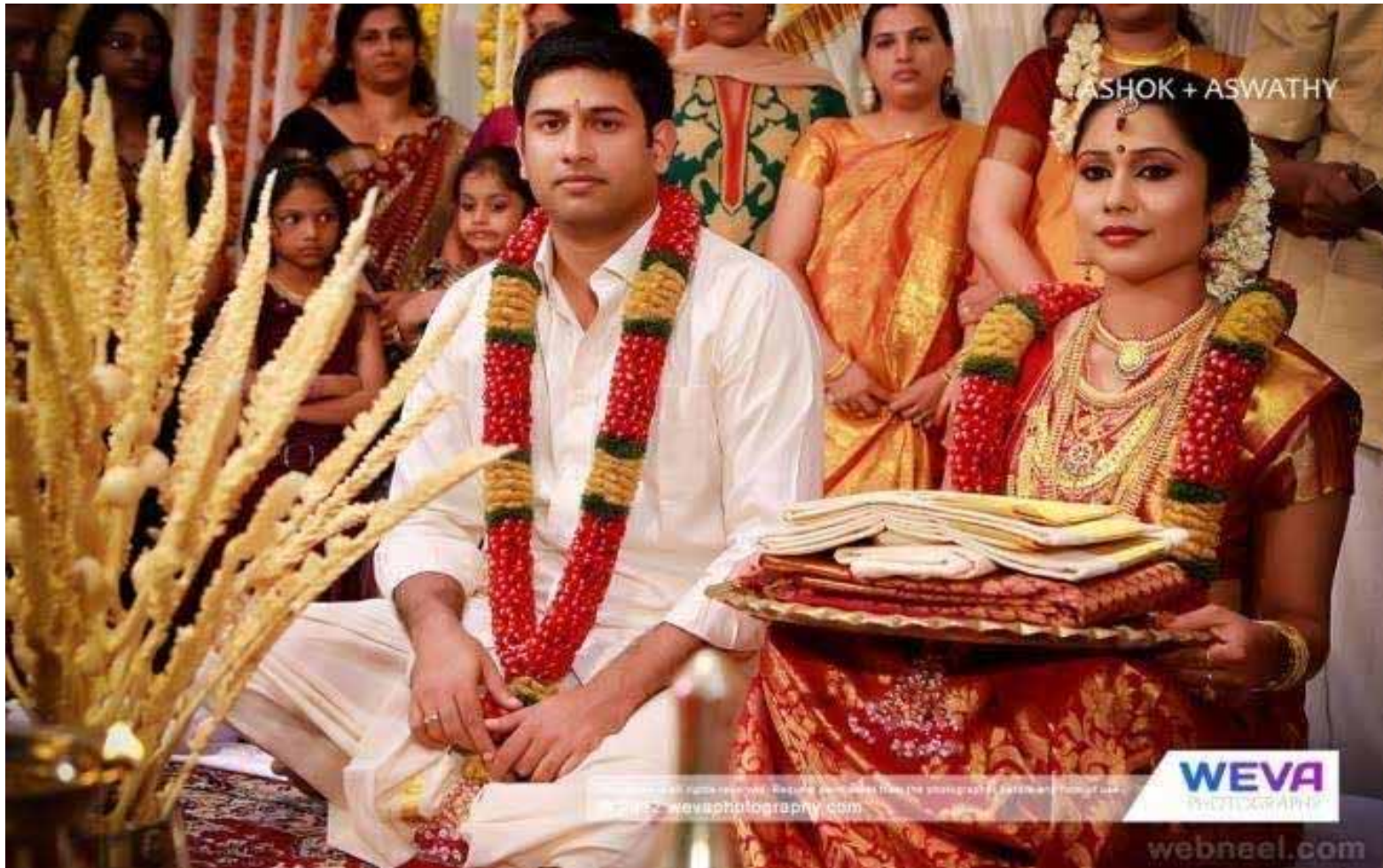
1. Eye for details
2. Strong organizational skills
3. Leadership qualities
4. Patience
5. Market awareness
6. Tons of creativity

Qualification of event manager: no minimum qualification but major requirement is skills and creativity.

How to become event manager: by field work/experience. Or learn 6 to 12 months certificate course .

Life of event manager: it is hard and he works 24/7. being social is very important.

# Guess the event



# People involved in organizing an event

- Event manager/planner
- Event coordinator
- information manger
- Logistic manager
- Security manager
- Infrastructure manger
- Organizer
- Sponsors
- Partners
- Supporting agencies
- Event team( crew members)

# **Establishing of policies and procedures**

## **Policy and planning**

Generally government at all levels can ground policy in an exploration and expansion of the destinations character, tradition, values and context to generate significant and tangible belief and interest for longer period of time.

# **Developing records keeping systems or accounting event management**

In India event mangemnt is still a term of curiosity. Event accounting deals with costing, managerial decision making, pricing of events and shows, maintaining proper records of individual clients and there events and running the whole business.

Budgets and financial management in event mangemnt should be transparent and contain all the qualities of budget like flexible, simple, risk protection against price fluctuations, economical.

<b>(EXAMPLE ONLY)</b> <b>HSES &amp; OPERATIONS TRAINING MATRIX</b>	OIM	Facilities Ops Super	Marine Specialist	Marine Technician	Maintenance Super	Maintenance Specialist	Maintenance Technician	Instrument / Electrical Specialist	Instrument / Electrical Technician	Process Ops Super	Production Specialist	Chief Integrated Rating	Integrated Rating	Chief	Caterer
<b>HSE TRAINING</b>															
Advanced Fire fighting & SCBA	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
CBTA Workplace Assessor	X	X	X		X	X				X		X			
Dangerous Goods Transport by Air & Sea – IATA - IMDG		X	X	X											
Hazardous Area Electrical (Overview 2 Days)	X	X			X					X					
Helicopter Landing Officer		X	X	X								X			
ISPS		X	X												
MOME	X	X			X					X					
Occupation Health & Safety Reps															
Offshore Paramedic		X	X	X											
Offshore Sea Survival + HUET	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Senior First Aid	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
<b>OPERATIONS TRAINING</b>															
Dogman		X	X	X											
Fast Rescue Craft		X	X	X								X	X		
HV Authorised Switching Operator					X	X	X	X	X						
Offshore Crane Operator												X	X		
Advanced Rigger												X	X		
Advanced Scaffolding												X	X		





# Budget preparation tips

- Ensure and build appropriate contingencies into budget.
- Present budget clearly and make sure it is easy to read and interpret.
- It should be realistic. never include funding sources that are unlikely to materialize.
- Each and every item of income and expenditure should be recorded.
- Preparation cost of budget should be economical.
- Microsoft excel is useful in preparing budget summary.
- Complexity of budget depends on the size of the event.
- Be clear whether the budget is NET(it doesn't include GST)OR GROSS(it is inclusive of GST).
- Follow the principle of conservatism. i.e., treat all expenses as material but never treat all incomes as material.

Note:

**Steering group:** events that involves partnership working and funds are usually overseen by a steering group often made up of representatives of various partners. Group is responsible for giving advices and general directions.

**Special events:** is term coined to Describe the special rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasion or to achieve particular social, cultural or corporate goals and objectives. Example unique cultural performance.

# ABBREVIATIONS

- RBI
- SEBI
- NASDAQ
- BOLT( with reference to stock exchange)
- FPI
- SLR and CRR
- LIBOR and MIBOR
- GST
- MICR
- HTTP
- IP
- IMF
- GATT
- TRIPS

- **RBI**- Reserve Bank of India
- **SEBI**- Securities Exchange Board of India
- **NASDAQ**-National Association for Stock Dealers Automated Quotes
- **BOLT**( with reference to stock exchange)- Bombay On Line Trading
- **FPI**- Foreign Portfolio Investors
- **SLR** and **CRR**- Statutory Liquidity Ratio, Cash Reserve Ratio
- **LIBOR** and **MIBOR**- London InterBank Offered Rate, Mumbai InterBank Offered Rate
- **GST**- Goods and Service Tax
- **MICR**- Magnetic Ink Character Recognition
- **HTTP**- Hyper Text Transfer Protocol
- **IP**- Internet Protocol
- **IMF**- International Monetary Fund
- **GATT**- Generally Agreement on Trade and Tariff
- **TRIPS**- Trade Related Intellectual Property rights

Guess the event



# EXPECTED QUESTIONS FROM THIS CHAPTER

- What is event?
- What is event management?
- What is the meaning of special event?
- State any four types of events
- Meaning of event analysis?
- What do you mean by decision makers?
- Who is an event manager?
- What do you mean by event accounting?
- Briefly explain the importance of event management
- Write a note on establishing the policies and procedures of event management
- Explain the concept of event managers technical staff
- Write a note on accounting of event management

Thank you

