

UNIT - I

Introduction to Events

Learning Objectives

After Reading this lesson, you should be able to understand:

- Meaning, Objectives and Types of events
- Scope - Nature and Importance of Events
- Unique features and similarities of Events
- Practices in Event Management

Introduction to Events

Events are happenings, often used to suggest that what happened was on an unusual scale, Memorable etc. Most of us participated in events but managing the events are the difficult task to achieve its objective.

Event management involves planning, organising and execution of live events, which could include a brand/products launch, an exhibition, a concert or even a conference. It is basically an extended form of advertisement, though more interactive. As a separate industry it is projected to grow at 30 % per annum.

The first impetus to event came with the liberalisation of the Indian economy in the early nineties. The explosion of satellite channels and the popularity of foreign artists have fueled the growth in the industry in recent years.

Traditionally, events were considered useful for rural markets and for products with a ban on advertising like liquor and cigarettes. Low literacy levels and limited media penetration made events a necessary exercise in rural markets. But today, events are no longer limited to a few products and markets. Event marketing is gaining popularity in long-term brand image building and humanizing of corporate.

Aims of the any events are to minimize the risks and to maximize the enjoyment of events audience. In most cases careful attention must be give to transportation, technology and security and a host of other elements like venue, theme, financial consideration, timings, Events team, contractors and other stake holders etc. Event management is the application of the management practice of project management to the creation and development of festivals and events. Event Management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event.

Event management as a subject has attracted considerable attention of several public relation professionals, due to its being a powerful tool for communicating to the target publics. Undoubtedly, events offer a direct and quick exposure to the intended audiences. Today, special events are an important activity as the event reach out to several people and peculiarly satisfy the desire of most of the people to participate in the event, who have quite a few objectives to obtain like the special benefits offered to the visitors, to enjoy some entertainment, to gather some stimulation, to socialize, and also to become more knowledgeable on subjects, etc. To organizers also it is a specially created forum to share information, showcase achievements and products, and even to express gratitude to the public's for their supports.

Organizing events has come to stay as an integral part of the PR responsibility for obvious benefits to the business organizations. Needless to say that event is not a mere show business, but an objective based activity in which the companies invest sizable amounts of money for obvious benefits and returns.

Therefore, before an event is put up, it is important to determine the objectives of such an event, so that the event pays back in terms of good returns on investment. Particularly, in the market area, the measurement of the effectiveness of such events would become immediately possible in terms of the sales an event was able to generate. Therefore, the objectives of an event must be spelled out, right before starting the ground work.

Meaning of Event

The dictionary defines an event as 'anything that happens, as distinguished from anything that exists' or 'an occurrence, especially one of great importance'. These definitions specify the subject of these text-event-things of significance that happen. They are very wide definitions, but they have to be all-embracing to allow for their innate universality in leisure and tourism, something considered a little later.

Event is commonly understood as an occurrence or something that happens. A unique moment in time celebrated with ceremony and rituals to satisfy specific needs. Special event in two perspectives:

One time or infrequently occurs event outside normal programs or activities of the sponsoring or organizing body.

To the customer or guests, it is an opportunity for Leisure, social or cultural experience outside the normal range of choices or beyond everyday experience.

A log list, and still it has many omissions-the area is so large it would be impossible to detail all the possibilities. In any case, someone is constantly devising new projects and organizers all over the place are adding to the list.

It is important to recognize this diversity and treat every event as different; each event has its own characteristics and requirements to be identified and met. Regarding each venture as exactly the same is dangerous and can lead to poor organization, through failure to consider all the relevant factors.

Here are some key questions for the group to answer together to guide your visioning:

- What are our goals for the event? How many people do we want to attend?
- Who is the audience? Who do we want to make sure is in attendance?
- When will be the best time to hold this event such that the most people will attend?
- What should happen at the event? What should the schedule be in order to facilitate an educational, exciting, and impactful event?
- How will you make the event happen?

It Happens

An event is something that 'happens' not just 'exists', and here is the biggest issue somebody has to make it happen. Successful events only come about through action-some individual or group of individuals getting things done. This applies to all events (little or large).

Every single thing that needs to happen has to be made to happen by someone initiating the action. One of the key steps is to identify all the tasks which have to be accomplished, and all of them have to be carried out for a successful event to occur.

Objectives of Events

According to The Standard Oil Company of America, there has to be a policy for organizing special events, which is as follows:

It is company policy to hold open house, conduct tours, and participate in special events that give us an opportunity to show our goodwill toward the community, as well as gain new friends and customers. Such public relations activities give our neighbors a chance to meet us and see how we live. When properly conducted, they offer visible proof that we keep our house in order, that we spend our funds wisely, and that we are a desirable neighbor, a good citizen, and a steady, considerate employer.

As such, 'In planning a special event, a comprehensive statement of objectives is essential in determining the theme, emphasis, scope, and program. The objectives should consider the particular interests, background, and knowledge of the persons to be invited.

Some of the objectives of special events in community programs are to maintain or enhance community approval, correct possible misconceptions about the sponsor's organization, present the company as a good employer, and inform the community of the volume and value of the company local purchases, wrote H. Frazier Moore and Frank B. Kalupa (2005).

There can be a wide variety of objectives for organizing events. Various companies, depending on their size and nature of business, may have different objectives behind holding such events. Amongst the several reasons, some of the objectives generally are: generate market excitement, win public support for a company/cause, generate publicity/media hype, enhance, polish, or correct corporate image, launch a new product, alert customers to sales/clearance, provide after-sale-service reinforcement, win customers and their confidence, mould public opinion, take credit for good performance, celebrate company milestones like silver jubilee, fund raising, hire personnel, celebrate mergers and acquisitions, and win elections.

Event Management Industry – A Historical Perspective

India, over the past couple of decades has witnessed a phenomenal growth of the event management industry. Events have always been a part of the Indian culture and have been organized by one and all, in their amateurish way, but with the marketing pressures growing and challenges becoming tougher, the live entertainment industry or the sales promotion techniques called events, have gripped the attention of all marketing and public

relations professionals. So far the function of organizing these special events was undertaken by some advertising and public relationship agencies who would consider it an offshoot of the major advertising. But realizing the complexity of this art, there have mushroomed several event management companies who specialize in this tourism business.

A look at the historical perspective reveals that the event management companies are nothing new to the Indian scene. Since time immemorial, we have witnessed mega events organized for different reasons and occasions. From the gorgeous wedding of lord Rama and Sita organized by king Janak to today's event like Miss World contests and Film fare awards evening, all are the old and new versions of the event management efforts.

However, managing an event, from start to finish, has come to stay as a specialist job. The event management outfits now function on the lines of company, with plenty of professionalism in conceptualizing, planning and executing an event and even managing the aftermath of the event for corporate publicity advantage. The job not being a stereotyped effort, there is a need for every event to be distinctly different than the other.

A look backwards reveals that a decade ago, the term event management which has become an integral part of the Tourism, was not heard of. Having witnessed the growth prospects and attractive returns in terms of high billings, profits, glamour and excitement, the event management art has matured enough to be a profession. So much so that event management has become an area of specialization in the management education field and some new generation professionals take lot of pride in flaunting their specialist skills in the profession.

Nature and Scope of Events Management

Scope of event management a good career option which does not require much investment-and offers a Lot of Independence and flexibility in work. Scope of event management Demands a lot of hard work and efforts to get the client base for the events. Event management is a process of Organizing a Focused and professional event, for a particular target Audience. The scope of event management is the most Profound form of advertising and marketing which is full of glamorous and thrilling profession now days. Planning is one of the most important elements of event management you can say or is planning an event in itself. It gives benefits to event managers by event advertising, it promote the publicity of event. It gives benefits to advertising companies through communicating source with the public, introduction of new products to public. The scope of event management provides a wide variety of career that could be anything from concerts, product launches, conferences, promotions, press conferences, jubilee celebrations and farewells to television based events,

fashion shows, wedding or parties. The event management industry is characterized by the presence of a small number of dominant large players and a greater number of smaller outfits. Unfortunately, the industry is too young to offer a predetermined career path.

Events are great ways to educate your community, grow your local movement, and influence decision-makers. In this about public events primarily, such as rallies, concerts, walks, and forums, though many of the same concepts apply whether you're hosting a house party, or a march.

Importance of Event Management

The entire concept of event management is regarded as one of the most intense or significant form of advertising or marketing. The whole process of event management necessarily involves the organization process. This involves the organization of a personal or a professional event. This may generally involve the seminars, fashion shows, wedding, product launches, exhibitions etc. In short, the event management involves the whole steps of conducting an event right from the planning, financing, conceptualizing etc. The present scenario, event management is an important area which has been evolving over the years along with the increasing opportunities.

Financial management is another important aspect that the event management companies will handle for the success of the event. This helps to reduce the chance of the finance exceeding the budget limits. Organizing a big event is not an easy task. The organizing person if he is not having enough experience it will turn out to be a failure. So many planning has to be done like room hiring, catering special diets, financial planning etc. All these things are taken care of by Event Management Companies.

- Events are often "Once in a lifetime" experience for the Participants.
- They are generally expensive to stage
- They usually take place over a short time span
- They required long and careful planning
- They generally take place only one (However Many are held annually, usually at the same time every year)
- They carry a high level of risk, including financial risk and safety risk.
- There is often a lot at stake for those involved including the event management team.

This last characteristic is crucial since every performer, whether athlete or entertainer, wants to deliver his or her best performance. The bride wants the day to be perfect in every

way. The marketing manager and the design team want the new product to be seen in the best possible light.

Procurement is also one of several functions involved in complex logistic process. It is a servicing which is directed to obtain equipment or supplies or services (with proper quality, sufficient quantity at a fair and reasonable price), and to have them available at the right time. The scope of procurements covers:

- Research and development (R&D).
- Purchase, hire or leasing.
- Production, modification, assembly.
- Maintain and support.

Importance of Event Manager

Having pointed out the level of demand for the event manager and thus the possible downside of the profession it is important also to point out that the event industry is one in which people (The event audience) tend to have the time of their lives. Making this outcome possible and sharing this with them is extremely gratifying. The work is demanding, exciting and challenging and it requires a fine tuned balance between task management and people management. An event manager must bring together a team with clearly defined responsibilities for all aspects of the events including unexpected crisis. The team needs to be both organized and flexible. Events can be unpredictable and do require quick thinking that is based on the sound knowledge of procedures and alternatives. Decision making is one of the most important skills of the event manager and those with.

Definitions

They can range from local village events to international spectacles featuring participants from throughout the world.

According to Professor Donald Getz (1997) defines special events from two perspectives that of the customer and that of the event manager as follows;

- A special event is a one time or infrequently occurring event outside normal program activities of the sponsoring or organizing body
- To the customer or guest, a special event is an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond every day experience

Dr.J.Goldblatt (1997) defines special events as "A unique moment in time celebrated with ceremony and rituals to satisfy specific needs"

Other than special events as defined before and course common events such as sporting events, corporate limiting, conventions, exhibitions, parties, festivals, carnivals and prize giving are monies, which was not must the definition "outside the normal range of choice."

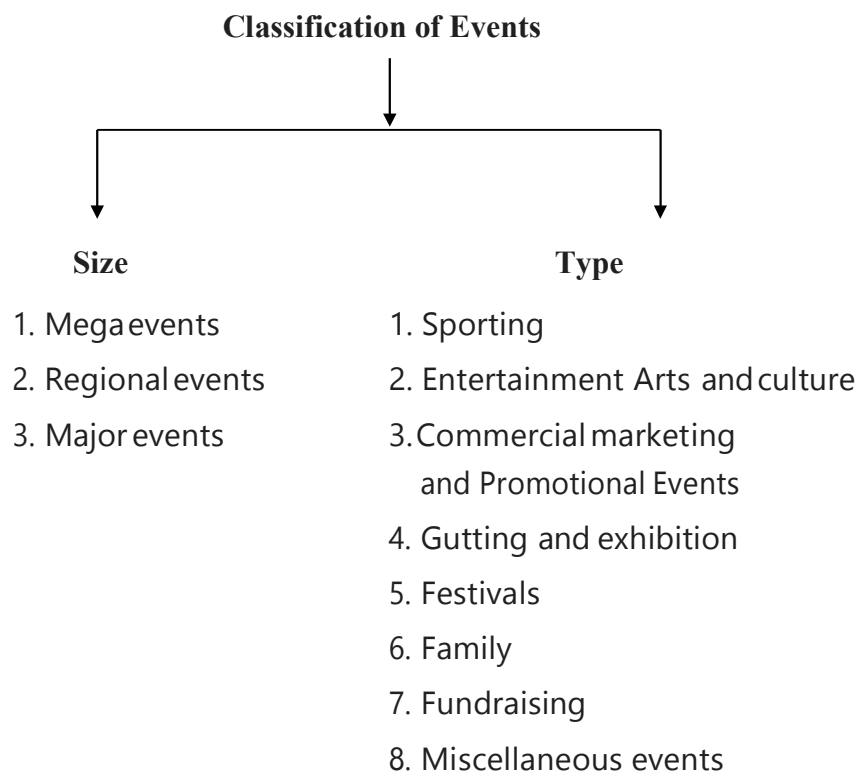
A Variety of Events

In leisure, tourism and related fields, events are extremely diverse:

- Artistic performances
- Sporting Competitions, Tournaments and displays
- Carnivals
- Art displays
- Festivals
- Firework displays
- Training days
- Environmental days
- Fetes
- Wargames
- Civic galas
- Air displays
- Celebrity appearances
- Highland games
- Agricultural shows
- Sponsored walks
- Open days
- Dogshows
- Garden displays
- Round-the-world races
- Band contests
- Pageants
- Open days
- Theatrical performances
- Caravan rallies
- Nature tours
- Boat trips
- Motoring rallies
- Historic tours
- Royal tournaments
- Museum displays
- Street parties
- Careers exhibitions
- Garden parties
- Music festivals
- Car boot sales
- Marathons
- Parades
- Educational seminars
- Town shows

Classification of Events

The event industry segment can be divided into several key subsegments that include corporate events, competitions and decorations, cultural events, sports events, festivals and celebrations, personal and social events. Classification of events can be done on the basis of size and type as shown in the following selections



Size of Events

Organizing an event mostly is the focused responsibility of Public relation, though it is never possible for any one person to make it happen. In the marketing area of a company, the responsibility is assigned to the personnel in-charge of the regional operations, with the head office Public Relation providing the concept, Plan, and other support to carry out the exercise. The personal at the regional level hold sufficient infrastructure and means to execute the plan, thereby carry out the promotional work. It is naturally logical for an organization to keep the spotlight on the region. In terms of size, events May categorized as follows:

1. Mega Events

The largest events are called mega events which are generally targeting International markets. The Olympic Games, world cup soccer and the super bowl for which 1967 then

wave 30,000 tickets unsold, now sells but before the tickets have been printed. So all such events have a specific yield in terms of increased tourism, media coverage and economic impact. Some lalties are continuing to teeth a legacy of debt often hasting and Olympic Games. It is difficult to calculate tae cots accurately with so many to calculate tae costs accurately with so many stakeholders involved.

Another best example that of the Maha Kumba Mela, the largest religious gathering in history. During the 2001 event, approximately 70 million Hindu pilgrims converged on the Ganges and Yamuna Rivers in Allahabad, India for sacred bathing rituals that devotees believe will purify and break the cycle of reincarnation. The gathering takes place every 12 years. The 2001 Festival, described as the "Greatest show on earth" was arguable the largest gathering of humanity ever for a single event

2. Regional Events

Regional events are designed to increase the appeal of a specific tourism destination or region. FAN fair, the world's biggest country music festival, held annually in Nashville, Tennessee, the Kent yucky Derby, and Arts in the park, a Memphis art Festival, are all example of tourist destinations achieving market positioning for both domestic and international tourism markets though their annual events. The annual national chewy Blossom festival in Washington, D.C. is another good example of a regional event.

3. Major Events

These events attract significant local interest and large number of participants as well so generating significant tourism revenue. As an example Chinese New year celebrations are held in many capital cities.

In Honolulu, the event includes many festival and traditions for the New Year, including Lion dance, lantern festivals, parades and dragon boat races. Friends and relatives of the Chinese community often visit at this time.

Most major cities have a convention center capable of holding large meetings; trade is known as North America's premier convention facility and attracts more than 4 million trade and public show visitors' annually. The McCormick place complex comprises there state of the art buildings and have a combined total of more than 2.2 million square feet of exhibit space, 1.6 million square feet all on one level, making it the nation's largest convention center.

4. Minor Events

Most events fall in to this last category and it is here that most event managers gain their experience. Almost every town, city, states, country host annual events. In the category of agricultural fairs and expos, there is literally thousands of country, state. And regional events held each year, the largest being the Texas state fair, which draws over 3 million attendees each year. In addition to annual events there are marry onetime events including historical cultural musical and dance performances. Meetings, parties celebrations, conventions, award ceremonies, exhibition sporting events and many other community and social events fit in a this category.

Types of Events

Each type of meeting has specifications that help determine the type of facility that will be utilized:

Board and Committee Meetings	Often held in full-service resort properties (with golf facilities) on a quarterly basis.
Seminars/Workshops	Training and continuing education, classroom setup needed for meeting space. Repetitive pattern (for many this is the fastest growing segment of associations meetings).
Professional/Technical	Program on new developments relevant to the association members. Larger educational classroom setup needed.
State and Regional Conventions	National associations may sponsor regional or state chapter meetings; both have a smaller number of attendees.
Annual Conventions	Held in conjunction with a trade show or exhibition. Multiple hotels may be required for sleeping and meeting facilities. Meeting size varies from large (general session) to small (committee meetings). Multiple food functions.

In terms of types, events may be categorized as follows also:

1. Sporting

Sporting events are held in all towns' cities countries and states throughout the nation. They attract international sports men and women at the highest level. Tennis, golf baseball, football, basketball, downhill ski racing and ear racing are just a few examples. These major events are matched at the local level by sporting competitions for players at all levels. For example, the Program, held annually at most Golf courses, allow members to play with professional golfers. This event is usually the highlight of the golfing calendar and requires considerable effort by the team supporting it, including the club committee, the club manager, the club professional, ground Support, club administration and catering.

2. Entertainment, Arts, and Culture

Entertainment events are well known for their ability to attract large audiences. In some cases, the concerts are extremely viable from financial point of view: in others, financial problems can quickly escalate when ticket sales do not reach targets.

3. Commercial Marketing and Promotional Events

Promotional events tend to have high budgets and high profile. The aim of promotional events is generally to differentiate the product from its competitors and to ensure that it is memorable. Most of the promotional events involve product launches, often for computer hardware or software, perfume, alcohol or motor cars. One such marketing activity daze lead attendees with its new launch motorbikes riding overhead on tight rope, with special effect lighting. The aim for a promotional activity might be sales, For example travel agents, who would promote the tour to their client or potential purchasers. The Medias are usually invited to these events and hence impact, publicity and the risk are high. Success becomes very vital.

4. Meeting and Exhibitions

The meetings and conventions industry is highly competitive. Many conventions attract thousands of people, where as some meetings in glued to only a handful of high profile participants.

5. Festivals

All Religious festivals fall into this category. Wine and Food Festivals, Harvest festivals are increasingly popular, providing a particular region the opportunity to show

cases its product. Chinese New Year and Harvest festivals like Pongal in Tamil Nadu, Onam in Kerala in India are good examples.

6. Families

Weddings, anniversaries, Birthday celebrations and even Funerals all provide opportunities for families to gather. Asian tourists are a big market for the wedding industry, with many couples having a traditional ceremony at home. It is important for the Event manager to keep track of these changing social trends.

7. Fundraising

Fairs which are common in most communities are frequently run by enthusiastic local committees. The effort and the organization required for these events are often underestimated. As their general aim is raising funds, there is also the risk that attendees will spend all their money on these activities and ignore those that are more profitable to the charitable cause. A number of legal requirements must be met by the charitable fund raiser.

8. Varied Events

Some events defy categorization. Potatoes, Walnuts, Flowers, roses, Dogs, cow's horses, teddy bears and duck all provide the Focus for an event in the world. The events like Nolan River dog show in VSA Rio Grande valley onion festival, Texas crawfish festivals, Mattupongal in Tamil Nadu, Flower show in Ooty India, are some of the good examples. Each and every event has a purpose, and the theme is generally linked to the purpose.

Practices in Event Management

Managing an event can be one of the most time-consuming things that will ever come across your desk. Follow the event management best practices, and prioritize the most important aspects of your event. With every event you manage, the devil is in the details. A successful event may hinge on what seem to be very minor items, so keeping organized throughout the event planning process will help to ensure your event's success. And those stressful moments that are bound to occur on-site will be much easier to handle!

Event management means meticulously planning, creatively organizing and executing an event. The range is huge- from mega events to marriages and even birthday parties and product launches. An event management company usually has three major

departments: operations, research & strategic planning and marketing. Its elements are conceptualizing, creativity, innovation, logistic planning, technical planning, design value and venue management.

Research and strategy involves a deep understanding of the brand or product that has to be launched. Operations involve conceptualizing i.e., envisioning the event as a brand and researching to suit the need and exclusive values of the brand. Creativity is obviously the quintessential ingredient, which sets one company apart from the rest. The success of an event management team depends upon its capacity to innovate with themes that have never been thought of before. Production implies handling the logistics of organizing the event, i.e., the meticulous planning of services and supplies. Often these could be outsourced such as audio visual services, stage management, ancillary's etc. Inter personal and people management skills are at the heart of this profession. Organizational skills along with creativity and uniqueness are very essential.

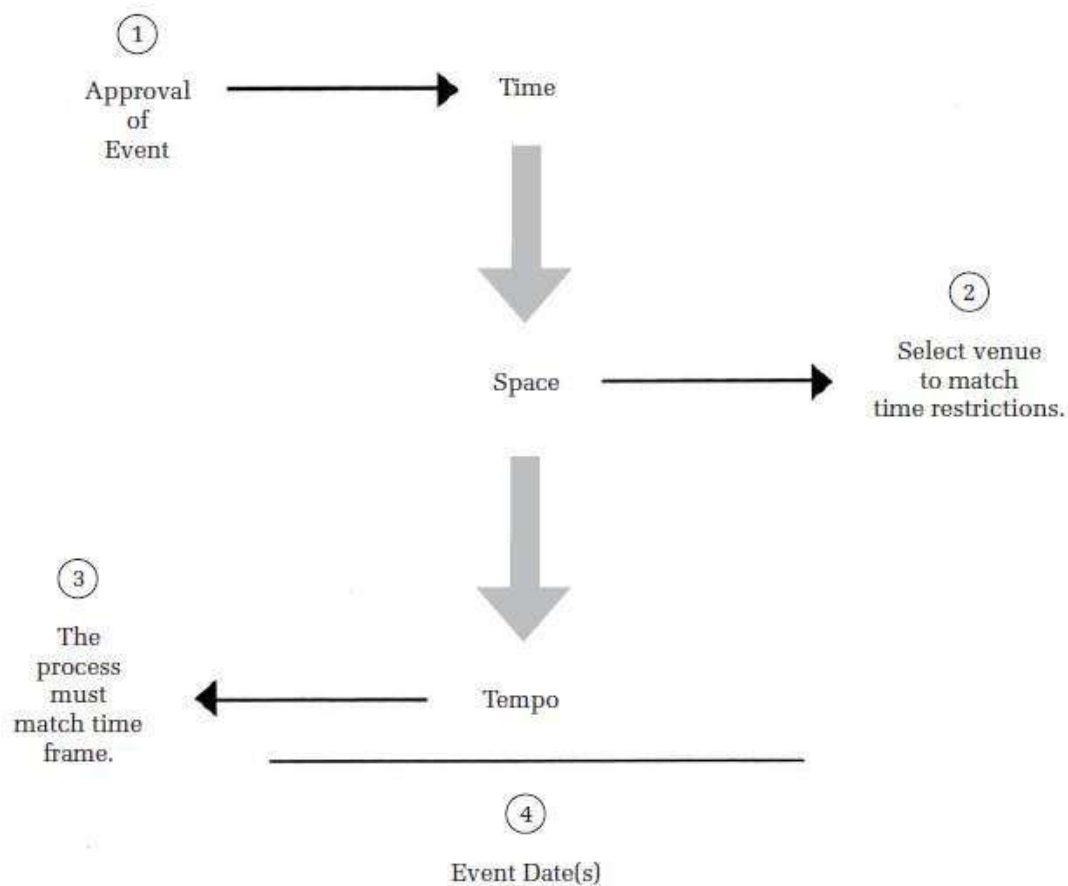
It is a profession which must fulfill deadlines, maintain perfection, and keep the budget under control. You must love challenge and change. However, one needs to keep in mind that this profession calls for hard work, professionalism and meticulous attention to detail. Patience to handle emergencies is important. Great creative potential to a very high degree will be needed.

Educational qualifications are really not important here. It's essentially the attitude and ability to work as a team which matters. If you can build a group of people who are willing to work together as a team, then you can feel comfortable delegating the many responsibilities surrounding the event, and focus more of your efforts on keeping communication channels open between all involved. Don't get bogged down with committees; instead, work with senior management to get some autonomy and independence around the planning of your event. This will streamline the management, shorten the meetings, and allow you to continually move forward.

Planning Effective Events

The planning period is typically the longest period of time in the event management process. Historically, this has been due to disorganization. Disorganization is best characterized by frequent changes resulting from substitutions, additions, or even deletions due to poor research and design. Ideally, the better the research and design, the simpler and briefer the planning period will be. Since events are planned by human beings for other human beings, this theory is fraught with exceptions. However, your goal should be to develop a smooth planning process based on careful research and design procedures. The

planning phase involves using the time/space/tempo laws (see Figure) to determine how best to use your immediate resources. These three basic laws will affect every decision you make; how well you make use of them will govern the final outcome of an event.



Committees Might Include

- Logistics
- Speaker / Performer
- Publicity / Outreach
- Press / Media
- Finance / Fundraising

Set your Goals!

Sometimes there are multiple goals for event. Identify and prioritize all your goals.

- Think about what you want to accomplish i.e. raising awareness or open dialogue about an issue, affect campus policy, public education, obtaining signatures for a national petition drive, raising funds, etc.

- Set solid goals for the number of people you want to attend the event. This helps direct your publicity and media efforts.

Identify Your Target Audience

- Who do you think would be most interested in attending the event?
- While you want everyone to come, identifying your target audience will help direct your Publicity and outreach efforts.
- For example, if you are planning an event about women in politics, approach Political Science, Sociology, Women's Studies, or other Social Sciences departments for help with publicity, co-sponsorship, fundraising, and / or extra credit opportunities for students who attend the event.
- Remember that first year students are often a good target audience.
- Think about approaching and working with influential people on campus – heads of other organizations, student government representatives, feminist contacts at your campus press outlets and feminist-friendly faculty / staff.

Make a Timeline

- Create a timeline outlining the tasks that need to be completed each week leading up to the event, including event logistics, publicity / media strategy, and finances.
- Make deadlines for yourself, and then meet them!
- Look at Sample Timeline on the next page.

Three Weeks Before Your Event

- Events Chair should meet with Faculty and Staff Team for speaker contacts and ideas. Think big! Begin contacting people; allow yourself plenty of time.
- Research the issue or policy that is the focus of your event as a resource.
- Logistics: choose a date; choose an appropriately sized venue; secure equipment; develop budget for food, venue, equipment, and materials; secure funding and organize fundraising efforts, if needed.
- Develop your outreach strategy.
- The Media Team should prepare a media release and a media list of outlets to contact.

Two Weeks Before Your Event

- Confirm your speakers. Sign a contract, if necessary.
- Prepare facts sheets for tabling.
- The Media Team should begin assigning tasks: who will announce to classes, bottom-line visibility events, etc.
- Designate a spokesperson for the event. She or he should begin preparing to answer questions.
- Draft a Letter to the Editor about the event and distribute to local media outlets.

One Week Before Your Event

- Draft sample questions for your Q&A session.
- Buy snacks and make sure your venue is equipped with everything you need.
- Call speakers to confirm. Offer to meet them 15-30 minutes before the event, arrange for rides, etc.
- Media Blitz!! Go back to classrooms, table, chalk, and flyer. This is the most important round.
- Submit your Letter to the Editor (check media deadlines). Call your media list and make copies of your media release.

During/After Your Event

Clean/ Prepare Your Venue

- Be prepared for your speaker. Escort her or him to and from the event, and have food and water available.
- Have a table set up during and after your event. Include sign-up sheets! This is a great time to build your membership. Have information about your company/ event, and its local campaigns, fact sheets, and Ms. Magazines.
- Greet members of the media as they arrive. Be available and prepared to answer their questions. Distribute your media release.
- Spokesperson for the event should be prepared to introduce and close the event.
- Write thank you notes to all your speakers. Showing your appreciation will ensure that your speakers will consider doing another event in the future.

Key Steps to a Successful Event

Hotel Logistics / Meeting Planning

- Determine two acceptable date ranges for your event
- Begin tracking holidays that may affect your attendees, to ensure you don't plan your event during an important religious holiday
- Search for hotels that are appropriate to the management level of your attendees
- Conduct site visits whenever possible and objectively rank each venue
- Pre-plan all meals (including off-site) as well as all event activities, to ensure proper space allocation
- Include set-up and tear-down time in your venue contract
- Pre-plan décor for special events to determine cost and set-up time
- Plan guest programs and off-site functions
- Set up transportation to/from venue for VIPs, speakers, attendees, and off-site functions
- Determine if there are any union labor concerns that may affect shipping/receiving, set-up and tear-down
- Conduct a post-event analysis of the venue; will you use it again in the future? If so, plan your next contract now!

Content Development / Speakers

- Determine the top three objectives of producing your event.
- Determine the top three attendee benefits of attending your event
- Develop an event theme tied to these objectives and benefits
- Plan the agenda and develop topics that relate back to the theme
- Invite key executives to attend early (12 weeks out at the latest)
- Work with a speakers bureau to help in your expert speaker search
- Determine audio/visual needs for all speakers (video, PowerPoint, etc.)
- Survey attendees for feedback on content and speakers

Attendee Travel/Registration

- Determine the best way to accept registrations (web, email, phone, fax?).
- Gather/purchase prospect lists into one main invite list
- Determine the required data to capture during the registration process
- Determine credit card acceptance, and if so, ensure merchant accounts are active
- Design registration website using the chosen event theme and creative direction
- Determine if you will be assisting attendees with travel arrangements
- Contract with transportation company for airport transfers
- Determine if you will have any gifts/handouts for attendees at on-site registration desk
- Design confirmation letters to include key data such as the dress code, weather, agenda changes, etc.
- Pre-print badges for registered attendees ahead of time
- Determine your on-site badge printing options for late registrants and edits

Pre-Event Marketing

- Determine all of your marketing channels; pre-block ad space early.
- Determine where your prospects get their information, and market your event there
- Determine licensing issues for photo/graphic use
- Create multiple URLs for direct marketing pieces to determine effectiveness of all pieces
- Develop production schedule and mailing drop dates
- Determine any co-op marketing opportunities that may be available with your event's sponsors

On-Site Event Collateral

- Determine where your messaging can be seen on-site, and develop collateral for each of these prime locations.
- Develop production schedule
- Print multiple items together to save on overall printing costs
- Design all collateral consistently, and be consistent with copy style

- Gain sponsorship revenue by allotting space for sponsor use (ads, exhibits, workshops, etc.)
- Get venue measurements to be sure your collateral fits the space (signs, banners, exhibits, etc.)
- Schedule time on-site to set up collateral
- Determine on-site staff to be responsible for setting up all collateral
- Think about designing event collateral so that it can be used at future events – saves money

Event Staging & Audio/Visual

- Determine A/V needs for general session room, breakout rooms and special events.
- Are all meeting rooms on 24-hour hold? If not, develop a plan to re-set the rooms each morning
- Schedule pre-event rehearsals and due-date for presentations
- Determine music licensing needs
- Schedule on-site rehearsals and walk-throughs
- Pre-load all PowerPoint presentations on “show laptop”, and bring back-up CDs or USBs
- Develop a “show flow” with moderator script and cue points for slides, music, videos, etc.

Special Programs / Activities

- Determine the top three ideas for activities that fit your schedule and attendees the best.
- Consider your event location when determining special programs
- Include transportation costs and distance into your planning
- Provide multiple activities/options whenever possible
- Be aware of the physical limitations of attendees
- Include sign-up for activities during event registration process
- Consider networking time when planning special programs.

Spend time mapping out the different pieces of planning the event, and when each will need to happen. Key things to consider for the planning include:

- Outreach: how will you spread the word and get people to your event?
- Event location and permits
- Logistics (food, bathrooms, transportation, sound equipment, stage, etc.)
- Event program (speakers, special guests, music)
- Messaging (signs, banners, other visuals)
- Media and social media

Delegate Roles

Once you have your list of tasks from the plan you've made, think about roles that different people can take on, and make sure everyone has a job to do. Some roles might include logistics coordinator, volunteer coordinator, media liaison, social media coordinator, photographer, videographer, program coordinator, outreach coordinator, speaker liaison, and arts (sign-making) coordinator. Make sure everyone knows what they need to do in their role!

Spread the Word

This is probably the most important part of your event. The more people show up, the more people you will have interested in your local movement for change, and the bigger impact you will impress upon the media and your politicians. Don't expect to just send one email and have people miraculously appear. You'll need to reach out personally to your contacts and ask everyone in your group to as well. Reaching out in person and by phone are also really key ways of convincing people to come out. Remember to tell your personal story, and convey why this event, and this issue, is so important right now. Try a combination of all these methods to guarantee a great turnout!

1. MeetUp Everywhere: Create your event on MeetUp, and be sure to invite everyone in your group there! When e-mailing your event information around, be sure to include the MeetUp Everywhere event link and ask people to sign up. That way you can have an idea of how many people to expect, and provide reminders to those people.
2. Email: Announce your event by email to your address list, and ask everyone you know to forward it on. Do targeted outreach to leaders of your allied groups and ask them to forward it to their members. Send out 1-2 follow up email reminders closer to the date.
3. Community bulletin boards: Post up fliers about the event on community bulletin boards, at your library, coffee shop, and anywhere people get information.

4. Posters around town: Put up posters on streetlights and anywhere else you can.
5. Event canvass: Get your team out to a popular community event like a concert or sports game with fliers with your event information to spread the word.
6. Phone calls: The phone is still a great method to get people out to your event. Host a calling night with your whole group.
7. Pre-Media: Ask local bloggers to post about the event, and local newspapers to include it in their event calendars.
8. Social media: Create an event on Face book, and have you and all your group members invite all your friends. Post the event on other local groups' pages, tweet about it, and keep the updates coming about the event all the way up to the day.

Invite Special Guests

Depending on the event, you may want to invite your members of Congress, respected community leaders, academics who focus on the economy, or other people who would be helpful in speaking to the crowd about the debt. Be sure to invite these people early, and have someone who can do dedicated follow up to make sure they know when to arrive, how long they are speaking for, and that they are thanked for their participation.

Make a Program

As the date of your event gets closer, it's time to make a more detailed program. Sit down with your team to decide how you want the event to run. Best to keep things short and sweet, as people will want to hear good speeches, but will also want a chance to ask questions and mingle with their friends. Map out each speaker's time, and make sure they know how long they are speaking for.

Designate someone in your group to be the emcee and be able to introduce people, or moderate questions. Designate someone else to be the timekeeper and help the emcee cut people off if need be. Map things out as best you can, but as always, be prepared to be flexible.

Get Creative

Time to think visually, Get your team together to make homemade signs, stencils, banners and any other visuals to make your message clear.

Invite the Media

As the date gets closer, you'll want to start working on developing relationships with reporters and inviting them to cover your event. Check out section 5 about the media for much more detail about how to get the media to spread your message

Share the Story Online

Be sure to have one or two people dedicated to taking photos, and posting the pictures and relevant updates to Face book, Twitter, and your site. Post updates in real time from someone's smart phone to build the buzz, and be sure to publish a recap of the event as soon as it's all over. Don't forget to send it all to the Fix the Debt national campaign as well!

Follow Up and Celebrate

Get together with your team and celebrate your hard work. Be sure to thank everyone who helped out with the event, and take a deep breath. Then it's time to start thinking about your next action!

Steps to Planning a Successful Event

The key to any good event is brainstorming what will work best on your campus or in your community and then, Think Bigger! While you are planning make sure you also think about a budget. Remember most colleges or universities have funds to bring speakers to campus but you must have a formal budget and outline to garner those funds.

Make a list of committees you will need to plan the event. Committees should work closely with the Event Chair, Treasurer, Recruitment Chair, and Publicity Chair.

Event Requirements for Each Type

Each type of meeting has certain requirements, as described here.

National and Regional Sales Meetings: These have seen the most growth in the corporate meetings market. They offer good potential for repeat business. These represent the largest and fastest growing segments of the corporate meetings market. The broader scope of national meetings results in large space requirements than regional. Both offer good potential for repeat business.

Professional/Technical Meetings: These often utilize seminar and workshop formats, with lecture and demonstration conducted by consultants, educators, and vendors. In general, a large amount of meeting space is required.

New Product Introduction/Dealer Meetings: These may involve sales staff for new product introductions and campaign rollouts. Top company management and press may attend. They are usually lavish food and beverage events.

Management Meetings: These are usually small in size, but first class hotel facilities are required. They may require multiple geographic locations for simultaneous live video-conferencing.

Training Meetings: All levels of employees need training. These require meeting space with little distraction. Meeting space that is designed for long-term comfort is a plus. They are set up like conference centers, with good lighting and ventilation. Good servicing can be a plus to ensure repeat business.

Summary

In this chapter we have introduced you to some of the unique characteristics of the events. We have learned much from the pioneers of the event industry and their approaches to marketing. Many of their ideas are innovative even in today's modern markets.

One being that tacky of ten one off or annual occurrences, thus creating a high lived of risk. This means that the event team has only one opportunity to get everything right. Most events take months or even year to plan, depending on the type and size of the events. And their Focus varies from the strictly commercial product launch to school sporting and art competitions that aims to raise funds with the help of the local community.

The key element in all of the considerations covered in this chapter is the research required to understand market needs and values. The industry is broad enough to welcome into its ranks people from diverse employment backgrounds and disciplines. The lack of clear career structures and progression routes can be confusing and frustrating, but also stimulates greater fluidity and freedom of movement between jobs.

Self Assessment Questions

1. What do you mean by an event?
2. What are the different categories of event?

3. Write briefly about the growth event management industry in India.
4. What is the role of an Event Manager?
5. List the key steps for a successful event.

CASE STUDIES

Case Study 1

A group of university students decided to hold a rock concert in The Mountains in June and advertise the concert on the internet. Three bands attended the three day concert, and there was a twenty four hours music. One young girl described the entire situation as living as hell, although why she stayed in unfathomable "was in a Valley and to get a drink of water you had to climb a steep hill.

Even then the water was dirty and brown. The rest rooms were so far away that nobody bothered to use them. The music pounded all night and the floor in the cabin we were in vibrated so you couldn't sleep. My friend got sick and there was no medical help. The organizers did not have a clue. They just wanted to make a fast buck"

- What are some of the things that could go wrong or have gone wrong, at similar events?
- List three ways in which the organizations were negligent.
- List their ways in which the event could have been improved.
- This event was described to the authorities as a cultural festival. Do you think I belong in that category?
- What are some of the ethical issues involved in this event and in others?

Case Study 2

The Majestic Hotel is one of 14 mainly four-star and five-star hotels that make up the Paramount Group of Hotels. It is an impressive 19th-century building in the center of Harrogate, set in 12 acres of landscaped gardens. The town of Harrogate, in Yorkshire, is one of the leading conference destinations in the UK, with the Harrogate International Center (purpose-built conference and exhibition center) located just a short walk from The Majestic Hotel. The information below has been provided by the Resident Manager and the Events Manager of the hotel.

From the very outset, the hotel and its representatives must make an impression – the first point of contact for most organizers is with an Event Manager whose role is to extract as much information from the potential client as possible. This is not simply a process of 'order taking' but a balance of questioning techniques, probing and finding out not only the detail but also the purpose of the whole event. By listening and asking open-ended questions in a logical order, the basic details can be obtained in terms of dates, numbers, layout, accommodation and catering requirements. This should then be followed by some secondary questioning to establish the nature of the event, what the client's priorities are and what they expect to achieve from the event. You need to know, for example:

- Who will be attending, as this will give you some indication of the seniority of delegates (and could possibly offer the chance to upsell);
- How they will be travelling to the event – is car parking a priority?
- How formal are the dinners – will they need toastmasters, entertainment and could you upsell a menu?
- Once this has all been noted, it is up to the Event Manager to sell the property to the client – you now know what they need.
