

**COURSE  
GUIDE****ENT 309  
EVENT MANAGEMENT**

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## Unit 1 Introduction to Event Management

An event is a unique moment in time that is commemorated / observed to satisfy specific needs. It is something noteworthy that happens according to a set plan involving networking of a multi media package to achieve an objective. Events are synonymous with occurrences, happenings, incidents, occasions and experiences.

While sometimes events occur on their own, events may also occur as planned activities directed towards attainment of a defined goal or objective.

### Definition of Event:

According to Philip Kotler, “events are defined as occurrences to communicate particular messages to target audience.”

A comprehensive multimedia definition states that an event is a multimedia package carried out with a preconceived concept, customized or modified to achieve the client’s objective of reaching out and suitably influencing the sharply defined and specially gathered target audience by providing a complete sensual experience and an avenue for two way interaction.

### Characteristics of Events:

1. Events offer a unique, once in a life experience.
2. Events are aimed at fulfilment of certain aims and objectives.
3. Events are specific occurrences with a shorter life span when compared to projects.
4. Events involve a substantial and huge requirement of funds and management of scarce resources.
5. Events require judicious planning and involve all important managerial functions.
6. Events involve facing an environment of risks and uncertainties.

### Type / Categories / Scope of Events:

#### 1. Religious Events

These are such events which satiate the religious sentiments of the people and reinforce the belief systems and mark solidarity towards ones very own religion and religious practices. Example: Kumbha mela, The Haj pilgrimage, Bengaluru Karaga etc.

#### 2. Social Events

Social gatherings symbolize a sense of togetherness and bonding. These are usually organised to celebrate major life events and religious ceremonies. Weddings, anniversaries, gala dinners etc., qualify to be social events. Festive

celebrations such as - Navarathri celebrations, Ganesh Chaturthi etc., are a combination of both religious and social events.

### 3. Political Events

They include any function/gathering initiated and organised by a political organization or candidate exclusively to advance and promote political purposes. These are gatherings at which people of similar political beliefs assemble to listen to speakers or express their support, raise morale. Example: Political rallies, political padayatras etc.

### 4. Networking Events

Networking is the process of intentionally meeting people, making contacts and forming relationships in the hope of gaining access to such business related benefits as referrals, ideas, business leads, career advice and so on. These events may be formal or informal and are usually organized by professional organizations or community centres. Example: Business networking event organized by the Karnataka Chamber of Commerce (FKCCI)

### 5. Entertainment Events

Entertainment events are of many types and generate the maximum publicity and viewership among target audiences. These can include live programmes like musical concerts, dance / drama performances or recorded and televised events like the Oscar Awards, Golden Globe or the Filmfare awards.

### 6. Awareness building Events

These are the events which intend to create awareness among the general public with regards to certain causes or social responsibilities meant for the common good of the people. These events can include rallies, candle light marches, marathons etc. Charitable events meant for fund raising towards any cause are also an example of such events.

### 7. Sports Events

All events conducted to promote sports activities, be it indoor or outdoor maybe called a sports event. Sports events today are being collaborated with entertainment industry thus gaining more acceptance and popularity than ever before. Example: Indian Premiere League, FIFA world cup etc.

### 8. Education/Academic Events

Academic events are those where students, academicians and industry representatives meet and discuss topics related to education. The goal is to approach the positions of the three stake holders in education through the exchange of opinions and experience. Seminars, workshops and conferences are examples of such events.

### 9. Business Events

Corporates/companies host a variety of events in the form of meetings, conventions, workshops, presentations etc. Hence while some events in this category are formal and involve a small gathering, example – board meeting of directors, some other events may involve a large gathering and be formal or informal, example – business dinners, banquets.

### 10. Crafts and Creativity Events

Exhibitions, fairs and expo's are sometimes organized for the purpose of exhibiting arts and crafts and other creative products and handicrafts. Such events help one discover unique, one of a kind talents, merchandise that can be marketed for a business or a social cause. Examples – flea markets, the arts and crafts fair at chithrakala parishath etc.

### 11. International Events

International Events are those which draw a big audience and serve to improve relationships among nations at strategic, business and political levels. Examples – International cultural festivals, trade shows, conferences etc.

### 12. Promotional Events

Promotional events are those which help elevate ones business above that of the competitors. Introduction of a new product in the market, creative uses of a product and so on would require promotional campaigns.

### 13. Competitive Events

Competitive events are any such events which involve competition between two or more individuals or teams. They may serve to test the physical, mental strength and endurance of the participants as also their talent. These may be sports events, cultural events or even academic events.

The above listed events may also occur in combination and not necessarily by themselves in isolation. Example – the IPL is a sports event, competitive event as well as a promotional event.

### Meaning and Definition of Event Management

Event management is an application of project management to the creation development and execution of events. It is the planning and management of an event or activity. It involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and co-ordinating the technical aspects before actually executing the moralities of the proposed event. Event management requires strong organizational communication, negotiation, budgeting and creative skills.

Business Event Management is the practice of incorporating business logic into labelling events, communicating events and managing events. It requires a profound interaction and cooperation among business stake holders, customers, as well as IT and management professionals when designing, implementing and maintaining processes.

### Five C's of Event Management

#### 1. Conceptualizing

This is the first "C" involved in event management. The event manager understands from the client the specific reason for which an event is being planned. This enables the team to come up with a suitable theme or concept around which the event is to be centred. The theme should be conceptualized keeping in mind the event objective, target audience, the tentative venue, media to be used etc.

#### 2. Costing

Costing involves the preparation of budgets, cost estimates and the sources of acquiring funds. Creating a provision for risk coverage and managing uncertainties is also done.

#### 3. Canvassing

Canvassing activities involve networking and advertising to generate the required mileage for the success of the event, with the ultimate objective of raising funds and obtaining sponsorships for the conducting of the event.

#### 4. Customising

Customisation of an event focuses on client satisfaction. Reinforcing client requirements towards objective fulfilment and ensuring that it has a blend of creativity and suitability to match changing trends and tastes of clients. Involves a customised approach, tailor made specifically for an event to be successful in engaging the target audience and satisfying the client requirement.

#### 5. Carrying Out, Culmination and Control

This phase involves the actual execution of plans. It includes all those set of activities and operations that lead to event execution and fulfilment of the event objective.

In practice, each of the C's may not adhere to the sequence in which they have been presented above. There is a complex interaction between the various C's before the Carry out stage, depending on client requirements, budget constraints etc. The original concept undergoes modifications and revisions on the basis of the inputs obtained from the other C's.

Why event management / Need for Event Management 1. Provides career opportunities

Event management provides multiple career opportunities, including that of event planners, event managers, operations and logistics manager, entertainment managers, security managers and so on.

2. Professional growth opportunities

Event planners have a lot of growth opportunities given to them provided they further their abilities by continuing education and working on different projects to gain all round experience. Over time and with experience, event planners/managers can become entrepreneurs with their own event management firms or become independent consultants.

3. Opportunity to switch careers

Event management is one of the few professions that provides a tremendous amount of opportunity to break into the profession relatively easily. It does not require a formal degree or requisite educational qualification. Professionals working in other careers can easily switch careers to event management if they so desire.

4. Availability of more jobs

Event management is a profession that is growing exponentially and is providing a greater number of jobs to individuals than before.

5. Better pay packages

The income opportunities in event management are amongst the best, relative to many other professions. With time and experience the pay packages get better.

6. Global reach

Event management is a profession that can take individuals across the globe. The kind of experiences event management provides in planning and executing events of a global scale is immense. Be it the managing of an event catering to international audiences or executing an event in a foreign location, the reach is global in nature.

## Analysis of Events

### Step 1: Select events for analysis

The event manager must select the desired set of events and come up with a decision as to which event he wants to analyse first. If there have been multiple events, he must prioritise them in their degree of importance. The event manager can also club up the events if they are of similar type, however if the event is very serious, a special team must be appointed by the event manager to make a complete analysis of that particular event.



**Step 2: Collect and collate information**

After the event manager decides upon which event to analyse he must completely gather all the information related to that particular event and collate it to start planning for the particular event.

**Step 3: Organise the Analysis Meeting**

The event manager must also make sure that he organises regular meetings before the occurrence of the event. He can also invite external participants who might be having additional information about the event for the meeting. These participants can also suggest specific proposals for improvement of the event.

**Step 4: Set frameworks and rules for the analysis**

When the meeting is conducted for the purpose of analysis, the event manager must make sure that he sets certain rules for his meeting. The rules which are set by him must coincide with the main objective of the event. Further, the discussion in the meeting must be to mainly focus in achieving of these objectives.

**Step 5: Conduct the Analysis**

The analysis is then conducted by the event manager to find out if any problems are there and what kinds of measures can be taken to avoid them.

**Step 6: Implement Changes and Follow Up**

During the course of the meeting, if the event manager finds out that if necessary changes are to be made he can implement those changes and follow up the same.

**SWOT Analysis in Event Management**

SWOT is a strategic planning tool used to identify and analyse the strengths, weaknesses, opportunities and threats involved in events. SWOT analysis can also be done on any organisation.

Internal Environment	External Environment
<b>Strengths</b> Highly motivated staff Customer Execute plans within budgets Interactive activities	<b>Opportunities</b> Growing demand New markets New acquisitions New products and services Support from local authorities
<b>Weaknesses</b> Tax Structure Brand portfolio Future profitability	<b>Threats</b> Rising cost of raw material Poor infrastructure No derived license / special permits

**Strengths:** These are the attributes of the project / organisation which are helpful in achieving the project objectives. For ex.: Experienced event team, high motivation levels, excellent PR, good market share etc.

**Weaknesses:** These are the attributes of the project / organisation which are harmful in achieving the project objectives. For ex.: Social loafing, lack of funds, inexperienced event team, low energy levels, lack of media and corporate contacts etc.

**Opportunities:** These are those external factors which are helpful in achieving the project objectives. For ex.: 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 objectives. For ex.: high competition, little or no support from the local authorities, bad weather, poor infrastructure, high labour rate, inavailability of raw material.

It is very important that we conduct SWOT analysis before developing an event plan to develop a strategy which maximises the potential of strengths and opportunities of the project and at the same time minimises the impact of the weaknesses and threats.

### Key Decision Makers

1. **Event manager:** the event manager is entrusted with the task of successful conduct of the event. His decision making ability lies in the fact that he discusses the aims and objectives and other essentials of the event with the client and plans the activities accordingly.

2. **Client:** the client approaches the event manager for hosting the event of his choice. The client has preset ideas in mind. The client shares his ideas with the event manager who converts ideas into activities. The client shares his expectations to be met through the event.

3. **Venue manager:** a venue manager is the person who is in charge of the venue, which may be hall, theater, conference center or hotel. Their main job is to oversee activities and use of the facilities, which involve ensuring the venue is clean and all equipment is working. Bookings to view the stage, bump in and bump out all have to be made through the venue management team.

4. **Catering manager:** catering managers plan, organize and are responsible for the food and beverage services of the organizations and businesses, while meeting customer expectations, food and hygiene standards and financial targets.

5. **Logistics manager:** logistics managers oversee the movement, distribution and storage of goods, instruments and equipment in an event venue. Managers hire, train and evaluate employees. They prepare worker schedules and ensure that the workers follow safety rules.

6. **Government:** obtaining permission from government for certain events such as international events or religious events is essential. International events generate income for the nation. The government permission and facilitation for events is an important aspect of event performance.

7. Security managers: the security managers maintain law and order at the venue site. Important decisions with relation to the turmoil experienced at the previous events can be an essential consideration for making security arrangements.

8. Hospitality Manager: the main task employees will be to succeed in communicating with the customers and satisfying their requirements. The hospitality staff uses their public relation skills and facilitate customers at events.

9. Media managers: the generation of media is the bundling of internally and externally generated content and its transformation into a medium. Media plays an important role at events. Developing content for media is an important responsibility.

### Managing Technical Staff

Technical staff include all the administrators, planners, sound and light engineers, technicians, electricians, decorators, and all other such employees who undertake the responsibility of overseeing and arranging the technical aspects of executing an event.

The management of technical staff involves the development of such systems as to

- Recruit the right team
- Create job descriptions and specifications
- Training
- Control Systems
- Meeting Mechanisms

The recruitment of the team has to be well taken care of, because hiring the wrong people can lead to damaging consequences to the entire firm.

The creating of job descriptions and job specifications will help in the process of recruitment and also clearly define the roles of the employees and the skillsets required.

Training has to be provide to the employees hired by the firm in order to ensure that the work of the employees is upto the standards and manner expected. Training may be given to the employees either on the job that is in practical terms, example: apprenticeship, assistanceship etc. or off the job, example: classroom lectures.

The various aspects in which training can be given to technical staff are:

Communication: Event staff should be instructed in how to contact the Event Director or other event staff prior to and during the event. Event staffs need to know who to contact if they have a problem.

Training will also require the sharing of telephone and mobile telephone numbers, and may require instruction in how to use a two-way radio.

Emergencies: Event staff should be instructed in the range of emergencies that may be encountered and what they must do if there is an occurrence. They should also be counseled to expect the unexpected. Event staff may receive training in first aid, use of fire extinguishers, how to raise the alarm, evacuation procedures and who to contact in an emergency.

**Equipment:** The use of equipment is often problematic. For example, electronic scoreboards and public address systems are often moved from venue to venue and may be damaged in the process. Problems may arise as a result of faulty electrical connections and detached components. Event staff should receive training in how to set up, position, test, repair, service, dismantle and transport equipment. There may also be circumstances where equipment may cause injury as a result of incorrect lifting technique, electric shock, sharp edges and heat (to name a few hazards)

**Expenses:** Ground rules need to be set in the matter of claims for reimbursement of expenses by event staff. Arguments and misunderstandings between Event Director and staff over what expenses can be claimed should be avoided. Out-of-pocket expenses of event staff should be anticipated in the event budget. Expenses may include travel costs, clothing costs, telephone and postage costs, accommodation costs and meal costs. If all event staff receive a job description (recommended), then this would be a suitable place to convey information about what expenses can and cannot be claimed.

**Location:** Event staff need to be fully informed of the location(s) to which they should report. In large events, there may be multiple events running concurrently and confusion may reign if people do not know where they are supposed to be.

**Handling Money:** The handling of money is a considerable risk at events. Money may be collected at the ticket office, entry barrier, food or merchandising stalls. Risks include failure of staff to properly account for money taken as advance, collected at different counters, incorrect / inconsistent charging of customers etc. It is vital that event staff receive appropriate training if their responsibility includes handling money.

**Safety & Security:** Training should be given in checking for obstructions and hazards and in ensuring that people behave in a manner that does not endanger anyone's safety. Aspects of security include maintaining crowd control, restricting access to certain areas, keeping a watchful eye over equipment and keeping close control over cash on the premises.

**Service Delivery:** Training of event staff should include aspects of service delivery such as courtesy, listening to and resolving complaints, provision of hospitality, hygiene and ensuring people are assisted.

**Time Management:** Events are highly time bound and employees need to adhere to strict timelines/deadlines. Training of the staff should include the essentials of time management, prioritizing of tasks. Event staff should receive training about the factors that may cause delays in the event programme.

Meetings are crucial part of managing an event team. The number and frequency of meetings depends on the scale of the event, the mix of paid or voluntary personnel in the event team, the geographic distribution of the event team and the time duration before the event commences. In the early planning and organization phase, the frequency of meetings might be monthly. As the event nears, meetings may become weekly and in the final few days before the event, meetings may occur several times during a week.

Control systems can be established as per the requirements of individual event management firms. However task checklists are highly recommended as an essential control measure to prevent the forgetting of any vital task to be planned, organised and completed or equipment moved etc.

### Establishing policies and procedures of an event

Event management policies to be followed in conducting of events

Every event management company must have a framework comprising of certain policies which enables the firm to perform better, provides hassle free environment & smooth flow of the business.

- 1) Vision policy- every firm must have a vision which is the ultimate goal along with mission which acts as a bridge or path to reach the goals
- 2) Legal policy- it is the legal framework within which the company is bound to work comprising of various rules, regulations, permission, licenses, clearances, clauses wtc that gives legal security to both business and the client
- 3) Service level agreement policy- it represent the guidelines usually having both general & customized to suit various requirement of the clients ultimately resulting in client relationship management. Certain factors of service level agreement are food, facility, media and time frame
- 4) Reservation policy- certain events have to be registered well in advance due to time, space, funds & people constraints. It will require some funds deposited as advance or part payment as a guarantee of the execution of the event.
- 5) Cancellation policy- certain circumstances results in either cancellation or postponement of the event. In such situation, the policy should give scope for win-win situation to ensure cordial customer relationship like waiving of the advance or providing discounts on further events or postponed events
- 6) Escalation policy- there must be one point of contact accessible to the client who can address the grievances as a representative of the company
- 7) Work flow policy- work flow reflects the organized path in which the work is planned and executed to achieve the desired goals.
- 8) Human resource policy- it is most vital policy which must be carefully designed that designs guidelines about the qualification, dress code, wages, compensation, appraisal, etc for the employers and employees.
- 9) Marketing policy- it is the most creative in itself that advertises, promotes various events organized by the company creating awareness to the public. It consists of factors like timing of marketing, demand & supply, competition, market share, innovative methods of marketing using technology
- 10) Billing policy- this is the mode of payment which must be framed at the convenience of both company and client to ensure there is enough time given for the settlements from the clients aspect and to ensure there is free working capital management for the company
- 11) Compliance policy- it rep[resents a set of prohibitions for the employees which is mandatory to

ensure there is no confidential, critical details, company future plans,

strategies, model of work flow etc being shared by the employees either to competitors or clients

- 12) Security policy- it is the safety measures & security team deployed by the company to ensure safety to the clients, company properties, invites etc
- 13) Environment & pet policy- it is the efforts the company must consider to safeguards the environment, society, public properties etc. some of the events might have clauses restricting the pets being brought into the premises of the event
- 14) Transportation policy- mode of transportation, cost of transportation, destination, arrival & departure timings, etc will be channelized for efficiency
- 15) Technical policy- the factors that are to be considered under this are like audio-visuals, communication system, software, hardware, cost of procuring technology based instruments, support system etc which give an edge to the company over others

### Procedures to be followed in conducting of events

Event management company is expected to follow certain step which lays down the path to reach the vision or mission based on the policies being framed. The procedures in general to be borne in mind are as below:

- 1) Identification of objectives- the objectives of the event is crucial which must be understood at both the ends to ensure there is sync in the event organized and to also avoid any pitfall.
- 2) Planning of events- planning is the baby step to design the work flow model of the company that helps in analyzing the various events to be organized sequentially.
- 3) Service requirements- facility requirements, catering, rooms, transportation , road closures, traffic management, floral arrangements etc are decided as per the requirements of the event5s and clients
- 4) Tapping of skilled employees- employees are the assets of the company and hence they must be carefully recruited based on the job profiles, job description, skills required by the company on whom the company can delegate the responsibilities for smooth flow of work
- 5) Forming teams- groups or teams comprising of various combination of employees have be formed to decentralize the assigned responsibilities, faster progress in work flow model, successful achievement of vision of the company
- 6) Assignment of roles & responsibilities-delegation of the work must be assigned to various teams consisting of managers, directors, coordinators, support, staff, technical staff etc who are expected to work as a team for common goal.
- 7) Checklist for events- list of the things which are going to happen in the event have to be noted and the event managers must cross check if everything is included in the event.
- 8) Risk analysis- a complete analysis of uncertain situations have to be evaluated to avoid all types of risk related to shortage of employees, excess or deficit of funds, mismanagement of resources to face all the challenges and to overcome the same

- 9) Crisis management- it refers to the challenges faced by the company with respect to unforeseen situations which can result in disaster and hence the firm has to be prepared to face such scenarios'
- 10) Coordinating teams- assigned roles & responsibilities have to be integrated in such a way that there is mutual understating between various teams to achieve the final goals for which co-operation& co-ordination is expected
- 11) Monitoring- the efforts of the company can be fruitful only when there is periodical controlling of various activities of work flow model
- 12) Outcome analysis- the company has to analyze the end results or outcome after successful completion of the events to look forward for betterment
- 13) Reporting and evaluation- periodic reporting to the higher manager projects overall performance and future estimation, scope of development
- 14) Self assessment- assessments help in working on SWOT for improvement, development of the company as whole, employees and to build strong customer relationship
- 15) Revision of procedures- analysis and improvement gives scope of re-organizing, inclusion, deletion of any policies, procedures to accommodate changing requirements of client, government policies and cultures

#### Developing record keeping systems

Good record keeping can help you protect your business, measure your performance and maximize profits. Records are the source documents, both physical and electronic, that specify transaction dates and amounts, legal agreements, and private customer and business details.

Benefits of record keeping system:-

1. Plan and work more efficiently
2. Meet legal and tax requirements
3. Measure profit and performance
4. Generate meaningful reports
5. Protect your rights
6. Manage potential risks
7. Prepare budget
8. Face risks and uncertainties
9. Innovate and expand activities

#### Types of record keeping system:-

1. Electronic record keeping:- most businesses use accounting software programs to simplify electronic record keeping, and produce meaningful reports.

### Advantages of using electronic record keeping

Helps you record business transactions, including income and expenses, payments to workers, and stock and asset details

### Efficient way to keep financial records and require less storage space

Provides the option of recording a sale when you raise an invoice, not when you receive a cash payment from a client

Easy to generate orders, invoices, debtor reports, financial statements, employee pay records and inventory reports

### Automatically tallies amounts and provides reporting functions

Allows you to back up records and keep them in a safe place in case of fire or theft. Keep up with the latest tax rates , tax laws and rulings.

Many accounting programs have facilities to email invoices to clients, orders to supplies

## 2. Manual record keeping:- some business owners may want to use a simple, paper-based record keeping system.

There are certain advantages to using manual record keeping as listed below:-

### Less expensive to set up

Correcting entries may be easier with manual systems, as opposed to computerized ones that can leave complicated audit trails

### The risk of corrupted data is much less

Data loss is less of a risk, particularly if records are stored in a fire-proof environment Problems with duplicate copies of the same records are generally avoided

The process is simplified as you don't need to be familiar with how accounting software calculates and treats your information

## Developing record keeping systems

The steps to be followed for developing a record keeping system are as mentioned below:-

### Step 1: preliminary investigation

This is an opportunity to look at the organisation broadly to see its goals, how business is performed who performs it and the reason why it is performed. In this step risk, stakeholders and other factors that impact on the way business is performed are also examined



### Step 2: analysis of business activity

In doing step two you will learn more about the specific business processes that your system will be required to support. You will also identify the records that are currently generated in the transaction of this business.

### Step 3: identification of recordkeeping requirements

Under this step, the event organiser should look at the record keeping requirements that apply to the area of business you are assessing, that is, the area of business your new system will support.

### Step 4: assessment of existing systems

If you are developing a system to replace an existing solution, be sure to study the existing system and identify all the positive and negative aspects of its operation. This assessment will provide important context for the development of your new system.

### Step 5: identification of strategies for recordkeeping

You may have a range of requirement you need to meet-in this step you can identify a combination of strategies, from the development of a policy, to the degree of technical components, through to the implementation of training program, to ensure your system is

### Step 6: design of a record keeping system

Based on the knowledge of organisational requirement and previous mistakes that you learned about through the course of your analysis, you will begin to develop all aspects of your system and incorporate any recordkeeping tools you have developed in the course of your event.

### Step 7: implementation of a record keeping system

The promotional strategies recommended in step 7 may contain useful suggestions to assist in your implementation. You will need to consider conversion strategies to move from the old to the new system, and what effect this will have on operation.

### Step 8: post implementation review

Step 8 is an opportunity to measure how the implementation of new business system changes has fared and whether the system meets the expectations that were outlined in project planning. Post implementation review also provides the opportunity to take corrective action regarding faults detected in the system, which will help to protect your investment of resources.

## Questions

### Section A (2M)

1. What is the meaning of event?
2. What are the characteristics of events?
3. What is event management?
4. What is record keeping?

5. What are the methods of record keeping?

1. What is the need for event management?
2. Explain analysis of event.
3. Write a note on managing technical staff.
4. What are the steps in developing a record keeping system?
5. What are the benefits of maintaining records? What are the key features of a good record keeping system?
  1. Elaborate on the scope of events.
  2. Who are the key decision makers in event management. Explain.
  3. Explain the different policies and procedures to be established in an event management firm.

## Event Management Procedure

### Event management plan

Event planning is the process of planning a festival, ceremony, competition, party, concert or convention. Event planning includes budgeting establishing dates and alternative dates, selecting and reserving the event site/venue, acquiring the permits (alcohol, insurance, licenses etc) and coordinating transportation and parking, event planning also includes some or all the following depending on the event

1. Developing a event motif for the event
2. Arranging for speakers and alternative speakers
3. Coordinating location support (location, water, electricity and other utilities)
4. Arranging decor, tables, chair, tents
5. Event support and security
6. Catering, police, fire, portable toilets, parking
7. Emergency plans- health care professionals, first aids stations and cleanup

### Principles for holding an event

1. Principles of Clarity of Purpose (Clear objectives) Principle of clarity of purpose states that the company objectives. These objectives may be financial or operational. achieve desired return on investment (ROI). Once the event management objectives, the event can be planned on these lines. Challenge for an company is that every event is a different project for the company. Purpose state measurable outcomes before the event plan begins. Different events require objective and specific goals. Based on various events company should modify the objectives

and hit the ground running.

### 2. Principle of Focus (Target Audience)

Without customers there is no company. Every company's greatest assets are its customers. Therefore, customers focus is the second principle of event management. Any event conducted by the company should keep customers at the center. Company can plan events and then invite the audience to match the event or they can design an event to suit a particular audience group. It is ideal to begin with the customer in the mind and design the event. It is said "you don't have anything to sell unless you create something people want to buy" in order to understand customer needs the company should be constantly conducting market research. Conducting market research, and knowing what the competitors are doing, the company can decide their target audience and the services needed by them.

### 3. Principle of Communication (Media Contacts)

Objectives and goals of the organisation should be made known to all in the organisation. It is equally essential to communicate to the external world about what the company is doing and why it is doing them. Company should make all efforts to reach the external world and communicate their existence and the worth of their existence in the market. The company should communicate to the external world the value they are adding to the society by offering various services. Maintaining a good public relation is an essential requirement for an event management company. Event management companies can make use of social media to make their existence felt in the market. They can effectively use these media to promote their ideas to the public at large.

### 4. Principle of Connectivity (Logistics)

Events of the company may be held indoor or outdoor. The venue is decided based on the type of activities the company has planned for. If the events are conducted outdoors, it is really essential for the company to ensure proper logistic facilities for the audience. There should not be any confusion regarding the mode of commuting to the venue. At the time of registration itself, the participants should be made clear about the logistics aspects. The participants should know the pickup and drop points. Company should also ensure that the required men and materials are moved to the location well in advance to facilitate desired preparations.

### 5. Principle of Facilitation (Engaging the Audience)

Company generates revenue because of the audience. It is the prime duty and concern of the company to engage the audience to offer them joyful experience. This is possible only if the company has arranged high-profile speaker, good organising team. These team members engage the audience with their abilities. Entertainment activities, games and competition will keep the audience engaged. These are the activities which remain in the memory of the audience and influence them to come back to the different other events of the company. While conducting these activities, the basic objective should not be forgotten.

### 6. Principle of Promotion (Giveaways)

The principle of promotion says company should strive to promote their company in every activity they do. It is a good practice that the company gives some gifts to the participants. This is done to thank them for supporting the event. The quality of gifts should not tarnish the image of the company. Depending on what company is, company might be able to give away an existing product. Using the existing product as a gift directly promotes the product. If the own products of the company are used, there is no need to spend extra on purchase of some other gifts for obedience. While gifting, nothing should be gifted which contradicts the very basic purpose of the event.

### 7. Principle of Confidence (Ready to take challenging questions)

People are curious listeners & learners. They would want to explore all possibilities to gain more information about the event or the company. Therefore, the company should be

prepared in advance for possible questions from the audience or any of the participants. The person should not only give convincing answers, he should also give correct answers.

#### 8. Principle of People Management (providing proper staff)

The success of any event is largely dependent on how good the event was organised and coordinated. Therefore, it is necessary for the company to provide right people for the right activity. The event management team should delegate different activities to a responsible team head. The team members must be flexible enough to handle the event. They should be in a position to sacrifice their personal life. This is true if an event is conducted on a week end. An unsatisfied employee cannot deliver happiness to his customer.

#### 9. Principle of Documentation (Recording the event)

Company should design & develop a proper documentation mechanism in the organisation. The system should be capable of capturing all the activities in detail. The company must be in a position to maintain all the records very systematically. The system should be very robust i.e., it should be capable of generating any report in any format. The company can make use of available technology for this purpose. Various counting & record keeping software are available to do this job with great ease & perfection. These records can be used to evaluate various aspects. Records help company in knowing number of participants enrolled against number of participants expected. Actual amount spent and the budgeted expenditure, budgeted revenue & actual revenue collected & so on, can be known from the records. These records will help the company in planning of the future events.

#### 10. Principle of Evaluation (Review)

The process of any activity will complete with evaluation. According to the dictum, "if you cannot measure it, you cannot manage it". Therefore, it is necessary for an event manager to evaluate every event after completion. As stated earlier, it is the responsibility of event management team to set the evaluation goal for every activity. Actual outcome should be compared with the pre-determined standards. Evaluation should highlight both positive and negative points. Positives should be appreciated and the company should work towards the elimination of the weaknesses. Event management should consider evaluation as an on-going process. Evaluation done on a regular basis will improve the effectiveness of the operations of the company. Objective evaluation of all activities should be done at regular intervals, ensures smooth functioning of the entire event.

11. Principle of Customer Convenience (Easy registration and access to event place) Providing convenience to customers should be the prime concern of any organisation. Customers would like to enjoy good experience with the company. The success of the organisation is largely dependent on how the customers are treated by the company. Customer comforts and convenience will add to the customer satisfaction. Therefore, the company should make all possible efforts to keep their customer happy and delighted. This should happen right from the registration stage itself. Customers should be provided with easy access to registration, follow-up and payments. In this direction, the company can take advantage of technology. Online registration, online confirmation of registration and online

payment for registration confirms customer convenience. While taking registration, participants should be made available with all the necessary information about the entire process.

#### 12. Principle of Acknowledgement (Culture of saying thanks)

Like inviting participants to attend the event, it is equally important for the company to acknowledge and thank the participants for their time and valuable presence. Thanking notes should be sent to all the participants, including the speakers and others who were part of the event. Thanksgiving is an attitude of gratitude. Acknowledging people builds strong customer relationship for the company.

#### 13. Principle of Commitment (Owning the event)

The principle of commitment demands full involvement of all the individuals involved in the process of event completion. Everybody should own his activity and internalise the process. Persons involved in various activities should internalise the expected outcome of their respective activity. With clarity of the outcome, individuals can contribute to their fullest potential. Owning the event helps individuals to work effectively and contribute for the good of the organisation.

#### 14. Principle of Technology Integration (Use of Technology)

The principle of technology integration emphasises the use of technology in integrating all the related event management activities. Integrating all the activities will reduce duplication of work and reduces workload. Event managers can devote their valuable time on major operational decisions. Technology adoptions and integration brings competitive advantage to the company.

15. Principle of Continuous Learning (Continuous Improvement) An important key for any organisation is continuous growth. This can be achieved if people in the organisation learn new things continuously. Constantly learning

is a basic requirement in this dynamic business world. In today's work environment learners who are constantly improving their abilities will be employable. Constantly learning will keep our brain from going dull and dead. Constant learning will make an individual confident and creative. Therefore, the company should support the employees to learn new

things and apply them in workplace. happen only when the new things are only the learning

#### 16. Principle of Optimum Utilisation of Resources

Every organisation, big or small, will have limited resources. The success of an organisation is dependent on how effectively these resources are put to use. Elimination of wastage brings more profit to the organisation. Every team involved in the execution of the event should think of alternative ways of accomplishing each activity. The alternative selected should be economical but effective. This requires constant observation, learning and innovation.

### 17. Principle of Maximum Care

Customer care is closely associated with Customer Satisfaction. Superior ideas and wonderful products will bring image to the organisation only if customers are satisfied. A customer is an organisation's most valuable advertising tool. If the customer is satisfied, he will advertise the company beyond words. The word of mouth advertising is a powerful tool to take the company to greater heights.

### GUIDELINES TO BE FOLLOWED WHILE CONDUCTING AN EVENT.

General details:

#### Guideline 1: Venue Suitability

The following issues need to be considered when selecting a venue:

1. Acceptance of the proposed event by neighboring properties and tenants.
2. Proximity to suitable public transport.
3. Off-road parking for patrons.
4. Off-road parking for set up and take down personnel
5. Provision for policing, first aid and command facilities.
6. Facility able to meet the needs of the proposed numbers.
7. Buffer zones between noise sources and noise-sensitive neighboring properties.
8. Absence of toxic industries in close proximity to the event.
9. Pleasant environment for patrons, shade in summer, rain protection in winter.
10. Adequate toilet facilities.
11. Storm protection for patrons.
12. On-site emergency muster points.
13. Multiple emergency service routes.
14. Close proximity to emergency responders.

#### Guideline 2: Creating An Accessible Event

1. Promotional material.
2. For outdoor events establish viewing areas for mobility impaired people close to the mixer desk as this is usually the only structure front of house and it usually has reasonable access via the restricted viewing at the rear of the mixer.

#### Guideline 3: Preliminary Event Rating

Events are rated according to risk to assist approving authorities and emergency responders to allocate appropriate resources. High-risk events require more thorough planning and surveillance whilst low-risk events will need far less security and resources.

The risk matrix found in tools section is intended to provide a quick rating to assist organizers and approving authorities to quickly identify the type of event that is proposed. It does not remove the requirement for risk management.

#### Guideline 4: Risk Management

Is about

1. Ensuring safety
2. Balancing benefits and risks, with a focus on reducing real risks
3. Enabling innovation and learning
4. Ensuring that those who create risks manage them responsibly
5. Enabling individuals to understand that as well as the right to protection, they also have to exercise responsibility.

Is not about

1. Creating a totally risk free society
2. Generating useless piles of paperwork
3. Scaring people by exaggerating or publicizing trivial risks.
4. Stopping important recreational and learning activities where the risks are managed.
5. Reducing protection of people from risks that cause real harm and suffering.

The risk management plan should include:

1. Event details.
2. Stakeholders.
3. Consequence and likelihood descriptors.
4. The risk matrix analysis.
5. Risk register.
6. Action response plans, which should include the initial and treated risk description.

#### Guideline 5: Emergency Management

An emergency is any unplanned event that can cause deaths or significant injuries, disrupt operations, cause physical or environmental damage, threaten the reputation of the event, or decrease the revenue from the event.

Example:

1. Crowd crush
2. Fire
3. Flood or flash flood
4. Severe weather
5. Earthquake.

## PERMITS AND LICENSE FOR EVENTS

It is likely that, the venue, concessionaries and subcontractors, etc will need to have certain license or permissions in place before the event can be held. Many licenses are issued by local authorities, so it's best to take their advice early in the planning stages of event.

Appropriate licenses may include:

#### a) PPL (Phonographic Performance Limited) License

PPL is a license for playing recorded music in public, the license for public performance of music

recordings. It allows to use other artiste's musical creation at event with freedom.



Suppose, planning to organize a musical event in India, and includes playing recorded music or musical videos at the event “in public”, then the event will require to have a PPL license. Generally, it seeks to collect and distribute money on behalf of the music recording companies and performers.

License for communication to public, Public Performance of music recordings is Mandatory Subject to the Copyright Act of 1957, it is mandatory for all those who play Pre-recorded music in the form of Gramophone Records, Music cassettes or CDs or Radio or TV or Audio-visual etc. for non-private purpose or in public place and/or commercial establishments and/or non-commercial establishments, to take a prior license from Phonographic Performance Limited(PPL).

PPL owns and/or exclusively controls public performance rights in the repertoire of many reputed music labels, encompassing all major Indian languages, including Hindi, Punjabi, Bengali, Tamil, Telugu, Marathi, Gujarati, Malayalam, Bhojpuri, etc.(both film and non-film devotional\spiritual, Ghazals, Classical, folk, Indi-pop, etc) and English\International songs. Consequently, any communication or performance of Indian or International music from the Sound Recordings of PPL for non-private purposes or in Public Places or Commercial Establishments such as Hotels, Restaurants, Cinema Halls, Discotheques license from PPL, constitutes an infringement of copyright under The Copyright Act of 1957. Such violation of copyright is Cognizable & Non-bailable offence, attracting heavy Penalties

#### Licensing Streams Under PPL:

The value of music is indisputable. Music is everywhere around us: on radio and television, in films, bars, clubs, discotheques, gyms, restaurants, hotels, offices, shopping malls, concerts, fetes, festivals, airplanes and taxis. Recordings of music are manufactured, sold, and distributed on a large scale. Music is an important facet of modern life.

1. Telecom Related Licenses- For Ring-back Tones, Music Messaging, IVRS, Mobile audio streaming and ‘audio cinema’, Mobile embedded\pre-loaded and other Telecom value added services involving the usage of sound-recordings(in whole or in part)
2. Radio License- All Private FM and Government owned Radio stations community radio stations.
3. Public Performance (Background Music) - License of sound-recordings in public (i.e. excluding domestic home and private vehicle), in the background. A license taken for “Background music” does not entitle the license to exploit the licensed sound-recordings in an event or show or concert or stage or dance-floor, etc., for which a separate\additional “Events” license is required to be taken (see below).
4. Public Performance (Events) License- playing of sound-recordings in an event or show or concert or stage or dance-floor, etc., where performers perform on stage or a designated area.

Ex: A hotel or a shopping mall which has obtained a mere “background music” license needs to obtain separate license for its discotheque, restaurants, lounge bar, spa\health club. A hotel or shopping mall or banquet-hall or discotheque or ball-room which has obtained a mere

“background music” license needs to obtain separate license for any Event (including shows, promotions, DJ parties, fashion shows etc.) held in its premises.

5. Public Performance (storage) License- Temporary Storage, embodiment, transfer etc of sound-recordings. Ex storage of songs by DJs on DJ systems storage on computer servers by aggregators, for onward transmission etc.

b) IPRS (Indian Performing Right Society Limited) License

IPRS is a license for playing\performing non-recorded music in public, a license “for the artistes, of the artistes”. Supposing there is a popular artiste performing live in India, then the event will require an IPRS license. Also, the artiste needs to be a registered member of IPRS.

Unlike PPL, IPRS issues licenses to the music users. It collects royalties for the artistes, from the artistes on behalf of its registered artiste members (such as lyricists, composers, publishers and performers of music) and distributes the royalty to the music owners\members.

c) Excise License

Excise license is a tax levied for the sale or supply of alcohol. Organizer needs to procure excise permission in order to serve alcohol in a live or recorded music event in India. For hosting a musical event with liquor service inside and outside the premises, one needs to have an excise license. If the event will take place at an alcohol on-licensed premise then the organizer need not procure a license. On the other hand, if the hotel or venue doesn’t have liquor serving license, the organizer needs to obtain one for his event.

Ensure that event attendees are of legal drinking age (LDA). Identity cards will be compulsory at the event to verify and confirm their age. Also, provide them LDA (Legal Drinking Age) bands with the physical passes at the event venue.

d) Loudspeaker License

Any public event held in any public or private venue requires a loudspeaker license. Since it is a musical event, it requires license for loudspeaker use and this permission needs to be obtained from the local police authorities under whose purview the venue falls. The

authorities may limit the size and number of speakers based on nature of the event.

e) Premises License

A premises license allows an event to carry all the licensable activities at the venue such as providing late night entertainment between 11pm to 8am, large-scale events allowing of over 500 people, selling alcohol as well as serving food and beverages between 11pm and 5pm., etc.

Contact the nearby authority of the venue, where the event has been scheduled to take place for applying the premises license. Make sure we apply the premises license before a

28-days consultation period.

#### f) Performance License

Performance license allows a child (anybody below 18 years of age) to perform and take part in the musical event. So, if planning to include a performance by a child, who will be paid for, event planner needs to apply for a performance license from the local authority.

Make sure that there is no one who can stop the event except the police department, in case of exigencies like bomb threats or any other unforeseen law and order problems erupting even in the surrounding area of the venue. In case, an event is taking place without these licenses, the organizer will be penalized.

1. Building Control & Temporary Structures License(section 89): If considering converting the use of a building, erecting, staging, etc, we will require the assistance of the relevant local authority department and may perhaps require temporary licenses such as a Temporary Structures License(especially if you intend to build any temporary structures over 600mm).

2. Land Bond: The owner of the land on which we stage the event may require a monetary bond to be lodged before taking temporary possession of the land. This bond may be returnable if the owner has incurred no expense in order to reinstate the site to its original state. Even if not required to lodge a bond, ensure to obtain the written consent of the land owner to proceed with the event on their property.

#### g) Public Entertainment License

This is usually issued by the local authority for all buildings and locations in the open air at which entertainment is provided to the public.

A license can be issued either for one or more occasions (an Occasional or Temporary License) or for a period of one year (An Annual License). The main purpose of licensing entertainment is to enable the local authority to ensure the health, safety and welfare of the public. Licenses are therefore only granted when the premises (or site) and arrangements

meet the standards required by the Police, Fire Service, and the relevant council departments.

Street Trader's License- usually required when the sale of goods is in operation, or where food or hot/cold beverages are sold. Issued by the local authority.

Temporary Market Trader's License- similar to the above, but when event basically constitutes the operation of a market –i.e. an art, craft or food fair. Issued by the local authority.

Alcohol Sales- your event venue/site may have an existing license or may be able to negotiate a deal with a licensee to supply a bar. If neither applies, we should investigate if we are able to apply to the local authority for an Occasional License.

Contracts & Agreements : Organizing an event involves making a whole range of agreements with a number of organizations and individuals including funders, sponsors,

venues, suppliers, performers, staff and volunteers. It is essential to put all agreements in writing thus ensuring that each party understands exactly what is expected of them.

**Agreements with Key Partners:** At the outset establish who the key partners are and what they expect from their involvement in the event. Ensure have a written contract with each outlining what is to be delivered on both sides.

**Guidelines to making an agreement\contract:**

1. Keep it simple.
2. Always include the full contract details of both parties and name a representative for each.
3. Ensure that the signatories have the power to sign on behalf of their respective organization.
4. Date the contract and state a return date as appropriate.
5. Include full and clear details of what we expect to receive.
6. Include full details of what we will provide.
7. Include specific details of the financial agreement and remember to be clear if VAT is included.
8. If we are dealing with a foreign company ,be clear under which country's law the contract is drawn up and the rate of exchange applied to the fee
9. Include a statement about what happens in the event of cancellation or if either party is unable to deliver to the agreement.
10. Include a statement about any insurance requirement.
11. At the end provide a section that allows each party to print their name, provide a signature and date their agreement.
12. Send two signed copies to the other party in order that one can be returned signed by them.
13. Ensure we keep copies on your computer as well as a hard copy in a 'contracts' file finally, always ask a lawyer (perhaps is one on your committee or board) to have a look at any document that you are unsure about. Where a significant of risk is involved always seek legal advice.

**Emergency management:**

It is defined as a process to reduce loss of life and property and to protect assets from all types of hazards through a comprehensive, risk -based, emergency management program of mitigation, preparedness, response and recovery. An emergency management plan outlines this process in relation to event.

Adequate security arrangement can be a major factor in the success of an event. A risk assessment of the event will indicate the type and level of security required. Event management should consider security in relation to cash, security, asset protection, crowd management and public safety. It is essential that security personnel have the efficient communication equipment and processes to maintain direct liaison with police, emergency services and event manager.

- Security- the provision of first aid services and direct access for emergency ambulance and medical response services is critical for all types of events.
- First aid services should be in a clearly defined area and the officers should be able to easily communicate with the event manager, staff and security personnel. Patrons should be informed and encouraged to access the first aid service for themselves or friends.
- Emergency medical services it is recommended that a written plan be provided to all staff, police and emergency service personnel. Problems can be reduced if basic forcible entry tools are available.

#### UTILITIES:

##### Operation equipment facility

It is not possible to comprehensively list all the production equipment, services and facilities that are required as each event is unique.

##### Guidelines:

1. Place equipment and plant as close as possible to where it is need without impending audience view or affecting audience enjoyment. This will also help reduce the amount of cabling required.
2. Ensure that any equipment that has to be placed in vicinity of an audience is secured and can cause no harm. Place it in an area that is accessible should it require attention during the event.
3. Make sure all welfare services are in a convenient and visible location and are well sign posted. Similarly with rubbish bins, place them in visible location and particularly around catering areas.

##### Electricity facility

Generation and distribution cables Electrical supplies Fuel Cable covers and ramps, no, etc.

dressing rooms, production and site offices, catering, storage, baby change, etc.

Transport & vehicles forklift, cherry picker, crane, off-road vehicles, flat bed trucks, vans, cars, etc. hire on site office equipment computer, printer, admin supplies, etc.

##### Health, safety and water facility

Health, safety and water are high - priority areas in event organization. Effective health and safety has to be carefully planned managed and controlled.

##### The health and safety of:

1. Everyone working in organization and at the event.
2. Everyone performing at or taking part in the event.
3. Everyone attending the event.
4. Everyone who may be affected by the event we also must ensure that everyone who is working on the event understands the importance of the health and safety issues and works together to achieve a safe event for all.

The following agencies are of health and safety sub-groups:

1. Police: the Police may advise on many safety aspects such as audience numbers, crowd control, emergency procedures, communications, traffic management and emergency services access, etc. Their presence at a live event will depend on the nature of the entertainment, the scale of the event and the level of stewarding.
2. Fire brigade: The Fire Brigade may advise on occupant capacity, potential fire hazards, firefighting equipment required, equipment locations, emergency access, means of escape, signage, lighting, rendezvous points, pyrotechnic elements such as fireworks, fire sculptures or bonfires and other emergency procedures.
3. Medical Services: Depending on the nature and scale of the event you may require the assistance of the local health board, seek their advice on the medical provision required such as numbers of doctors, nurses, physiotherapists, first aiders, accommodation and facilities as well as emergency access and other procedures.
4. Fees: Note that charges may be levied by some or all of the Emergency Services. Make sure you factor these costs into your budget at an early stage. Medical provision must be available to everybody working on, performing at, competing in or attending the event. As far as is practicable, an event should be self sufficient in order to minimize the impact on the day-to-day provision for the local community.

**Sanitary Facilities:** The calculation of the level of sanitary facilities required at events is based on a range of factors including the audience capacity, audience profile, location, duration and existing facilities.

#### **Facilities for People with Disabilities:**

An inclusive approach is required for all aspects of event planning. People with disabilities have the right to equal treatment and should not be discriminated against. At the planning stage there is need to implement special measures in order to make the event accessible to people with mobility problems, sight or hearing impairments or other special needs.

Provision may include: Operations, Equipment, Facilities, Health & Safety

- Widened access\egress doors and routes

- Ramps

- Handrails

- Lifts

- Sanitary Facilities

- Lowered surfaces- for instance at food outlets and info points

- Floor surfaces & ground coverings

- Parking

- Transport to and around the event

- Seating

- Viewing areas

- Signage

- Hearing systems

- Staff or stewarding support

- Light and sound levels

### Accommodations

Free accesses for careers remember to consider people with disabilities when preparing emergency and evacuation plans.

### Litter & Waste management facility:

Events can create a tremendous amount of litter and waste that has to be collected, disposed of and recycled as appropriate. A build up of waste can be harmful to the health and safety of all those involved or affected by the event and the environment. It is therefore important to prepare for and stay in control of this issue. As event manager ensure that rubbish and waste is disposed of in the correct manner.

Waste Management Plan should consider the following:

1. The event type, audience profile and capacity.
2. Waste types, Ex. Food remnants\paper\plastic at catering concessions, wood\metal\fuel at production area, drink cartons\food\paper flyers\etc front of house.
3. Waste generators, Ex. Production, administration, catering, bar operators, general public, artists, pyrotechnics, toilets & shower, medical areas, etc.
4. Waste receptacles and requirement, Ex. Skips, plastic bins, bottle banks, etc.
5. Waste locations, Ex. Skip in production area, bottle bank for bar use.
6. Recycling opportunities(recycle and reuse whenever possible)
7. Waste management promotion, (i.e.) how to encourage others to minimize waste and dispose of it properly.
8. Waste management activity, i.e. what is going to be uplifted, when will this happen and by whom (before, during and after the event).
9. Site/Venue Plans Site (or venue) plans or maps are necessary for an event. They serve as a tool to help calculate the capacity and maximize the effectiveness of the site\venue in the planning stages. They also act as a communication tool between everyone involved during build-up and the live event.

### Welfare Service Facility:

1. Drinking Water: This should be supplied at all types of events, particularly at those held outdoors. Depending on venue\site services, access to mains, drinking water. If not, water can be supplied from water containers that are fit-for-purpose or bottled water made available.
2. Baby Change: If event is family oriented, provide a facility for parents to change baby's nappies. Ensure the accommodation is secure with suitable furniture, supplies, waste disposal and washing facilities present. Also, think about providing a private area for mothers to breastfeed babies, (should they wish.)
3. Lost Persons & Information Points:  
 Lost Persons: If the event is family oriented or if anticipating children attending the event, it is crucial to provide an area where they can go, or be taken to should they become separated from their parent or guardian.  
 Information Points: Depending on the complexity, length and type of event, it may be wise to have a point or

points of information. Those staffing these positions should be knowledgeable

about the event, the venue/site, parking and transport arrangements, etc and must also be kept informed of any programme changes that the public needs to know about.

4. Lost Property: A point for Lost Property is appropriate at events of all types and sizes. Agree a procedure in advance with those staffing the area to ensure that property is being reunited with the correct owner.

#### Venue / Site Layout:

1. For outdoors events where a standing crowd gathers in a defined space to watch the entertainment (such as at a street theatre or a music event) the general acceptance for a clear flat, open space with a reasonable view of the performance is required.

2. Not all of the available space for the audience will have a clear view of the entertainment. In such instances a lesser figure should be applied or the area should be taken out of the equation altogether.

3. Existing site features such as hills, trees and site line obstructions will further reduce the capacity.

4. Other areas that may be in and around the audience space such as front of house areas, media stands, camera positions, judges boxes, sound delay tower, water towers, disable platforms, etc will further reduce the capacity.

5. Types of entertainment such as funfair will have different calculations based on the number and type of rides and the available space between the rides.

6. Venues may be seated, standing or a combination of both. The seating available may be actual seats or it could be areas where people can sit on the ground. If the venue is outdoor. Each of these points will influence the final capacity of the event. Remember to also take into account any potential 'pinch points' around the venue.

7. If the site/venue area is extensive, consider the viability of placing screens around the site to show the main entertainment. These may be helpful with increasing capacity potential while reducing the possibility of overcrowding or surging.

8. Remember to recalculate the capacity if the site layout changes or if structures are added, removed, etc.

9. Seek advice from the local authority and the fire brigade when calculating number and width of exits.

10. Spectator flows at sports event, (I.e. access and egress during sessions) should be considered.

11. Check any large equipment that is being brought to the event can fit through the access/egress and there is suitable turning space for large vehicles to exit the venue.

12. Do not mix pedestrian and vehicular access/egress if at all possible.

Similarly, try to keep public, staff and performer/participant access/egress separate from each other.

1. Ensure all access points have suitable gathering/queuing space for the audience expected and all egress points have safe exit potential.

2. Individual or specially created access for the disabled may be required.

3. Consideration must also be given to the emergence services. It is likely you will require the

presence of first aid facilities at the event of a more serious incident.



Examples arising e.g. someone requires hospital attention or a fire tender needs access, clear access into the site, passage around the site and egress from the site is necessary. If appropriate, recommend sterile access routes or pathways for their use.

4. To avoid the audience making their own paths, create clearly defined routes around the site that are wide enough to accommodate the amount of footfall that is anticipated. Ensure there is enough space for people to gather or queue at concession or entrainment areas without impeding the paths or access/egress routes.

5. Avoid building dead ends into the layout at all costs as these could be detrimental to health and safety. The siting of entertainment should encourage steady movement of the audience around the event site/venue. In other words, if there is multiple entrainment an offer. It should not be concentrated in the one area. This will help minimize the risk of 'hot spots' and bottlenecks building up.

6. Avoid a haphazard or cluttered layout as this can impede flow. Sterile Areas Depending on the size and nature of the event, it may be necessary to build in areas to the site that are sterile- in other words, areas that the public should not gain general access. Areas such as a rendezvous point (for emergency services to use in the event of a major incident) or a fireworks fall-out zone require careful consideration of their placement, size and barrier/security protection system.

## Taxes Applicable

### Service Tax

Service tax has been imposed on event management services provided by event management professionals / firms to any clients for any event conducted provided that the following conditions are taken care of.

There has to be a sponsor.

There has to be an event manager

Event should be managed / organized.

Thus, for occurrence of a taxable event, there has to be a sponsor on whose behalf an event is organized and event manager who organizes such services. It is not a tax on the event but on the services provided on managing an event.

### Taxable Service:

Service to mean service provided or to be provided to any person by an event manager in relation to event management.

The basic tests for taxability of event management service are-

- Service must be provided to any person (w.e.f. 16-5-2008)
- Service must be in relation to event management.
- Service must be provided by event manager.

### Commercial / Entertainment Tax

Commercial Tax is calculated on a percentage basis and varies from place to place and state to state. It is calculated on basis of estimated number of tickets to be sold.

Entertainment taxes are to be paid for amusement facilities and entertainment events.

### Value Added Tax

A value-added tax (VAT) is a type of consumption tax that is placed on a product / event whenever value is added at a stage of production and at final sale / execution. The amount of value-added tax that the user pays is the cost of the product, less any of the costs of materials used in the product that have already been taxed.

### Excise Tax

Central Excise duty is an indirect tax levied on those goods which are manufactured in India and are meant for home consumption. It has also been imposed on events conducted in India.

## Questions

### Section A (2M)

1. What is an event management plan?
2. What are utilities?
3. What is PPL?
4. What is IPRS?
5. What is service tax?

### Section B (6M)

1. Explain the general details of planning an event.
2. What are the permissions required to plan and conduct an event?
3. What are the licenses required to plan and conduct an event?
4. Explain the taxes applicable to event management.
5. What role do Government and local authorities play in planning an event?
6. Elaborate on the utilities of a venue that are to be planned.
7. What are the measures to make an event venue accessible for differently abled / physically disabled people?

### Section C (14 M)

1. Elaborate on the principles of event management.
2. What are the permissions, licenses and policies required for planning and conducting an event? Explain in detail.

## UNIT - 3

## CONDUCT OF AN EVENT

CONDUCTING AN EVENT:

## 1) Analyse the overall primary goal.

The objective behind conducting an event must be analysed by the event manager .Example: Educational, Fund raising or Organizational celebrations.

## 2) Selection and recruitment of planning committee.

Planning committee should consist of staff, board members and volunteers. There should be at least two or more co-chairpersons to oversee the process.

## 3) Creation of master plan and budget.

A master plan and budget must be prepared in each of the following areas which include: Program, Promotion, Fund raising.

## 4) Develop a time line.

A proper schedule must be prepared by the event manager to insure that tasks are performed as per schedule.

## 5) Delegation of work.

The event manager can assign the task to subcommittee or individuals to reduce work pressure, but have to ensure that the delegated task to person with no experience is teamed with co-workers to ensure the task accomplishment.

## 6) Conduct and performance of event.

In order to make the event a successful, the event manager must make sure that all which are planned for the particular event are performed as per plan.

## 7) Evaluate and award volunteers.

The event manager can collect feedback of event to evaluate the event (to assess what improvement can be made for the next event).

STEPS TO ORGANIZE AN EVENT.

## 1) Objective.

Make sure to have a clear objective for the event, understand why holding it, to whom it's targeted and what return it will yield.

## 2) Consultation.

Consultation is very essential; the event manager must make sure that all the relevant stakeholders are involved as early in the planning stage to avoid any complications later.

### 3) Planning/Methodology.

Planning is the most crucial stage of any event. The event manager must make sure that enough time to complete this stage provided has to plan for any eventuality, recheck edition on updated document, consider alternatives etc.

### 4) Resource.

Event manager must ensure that enough resource to prepare and deliver the event is available in a safe, effective and professional way.

### 5) Branding.

Event manager must ensure that event is clearly branded and must develop a clear vision identity for the event with a name, logo and vision.

### 6) Marketing.

Identifying the target audiences and brainstorming in all possible ways to reach audience is another work of the event manager.

### 7) Checklist.

The event manager must make a complete check on the things which are going on. And also should cross check on the people to whom work has been assigned to verify if things are going according to planned schedule.

### 8) Delivery.

The event delivery must be as smooth as it can be, event manager has to deliver what has been promised by delegating responsibilities to people trusted and be proactive not reaction.

### 9) Communication.

The event manager must be transparent and keep everyone up to date as to what is happening.

### 10) Feedback.

The event manager must ensure that the learning process meet the participants expectations. This will help in getting a positive feedback about the event conducted.

### 11) Profile.

Once the event has become a great success the event manager must make sure that other people know about the event.

### 12) Evaluation.

Event manager has to look at the return on investment, analyse feedback from the event and summarize to help with future events and has to learn from mistakes and ensure to move forward by making further improvements in the next events.

### ASSIGNING RESPONSIBILITIES TO VARIOUS PEOPLE INVOLVED IN CONDUCTING AN EVENT.

Assigning responsibility can help delegate work efforts boost efficiency and spell success. It also helps enables members to get better ideas of which members are working on closely related tasks.

An event management company can have following event professionals who are involved in conducting an event:

1. Event manager / Event planner.
2. Event Coordinator.
3. Information manager.
4. Logistic manager.
5. Security manager.
6. Infrastructure manager.
7. Event administrator.
8. Volunteers.
9. Games planner.
10. Event director.

### MULTICHANNEL USED FOR COMMUNICATION IN EVENTS.

1. Website ads.
2. Print ads.
3. Ads on host websites.
4. Business card.
5. Tele seminar.
6. Direct mail.
7. Email.
8. Videos.
9. Article.
10. Blog.
11. Social media sites.

Communication strategies:

1) Communication between all parties involved in the event planning.

Good communication is crucial during the planning stage. As the event manager, should ensure that all agencies are effectively communicating with each other.

2) During the event itself, the event manual and site/venue plan.

It is vital to hold valuable tools that aid good communication they contain up-to-date information. If the nature and size of the event requires a multi-agency presence, it is likely each organization will employ their own communication system and use their own equipment.

3) Communication with the public at the event.

There are many ways to communicate with the public at the event including information stands, printed material, stewards, screen messages and PA announcements.

### BUDGET OF AN EVENT.

The budgets should be prepared based on the few considerations that an event manager should consider:

1. Duration available for planning the event.

2. Working process of the event.

3. Objectives to be accomplished.

4. Source of funds for the events.

5. Involvement of event management team members.

6. Type of the event.

### EVENT BUDGETING RULES.

1) Budget to avoid making a loss.

If an event looks likely to make a loss, it calls into questions whether the event should go ahead according to the existing plan. If it is not too late, plans should be changed so that the event will at least break-even.

2) Be realistic about event incomes.

Event plans are far too optimistic about the amount of sponsorship to be gained, or the number of people who will attend as spectators or participants.

### 3) Have a contingency plan.

In thinking through what could possibly go wrong with an event, it is a good idea to determine what must be done if something does go wrong. For example, what happens if the sponsorship pull out, or there is very bad weather.

### CONTENT OF EVENT BUDGET.

#### Incomes:

1. Ticket sales.
2. Entry fees.
3. Commercial sponsorship.
4. Concessions and franchises.
5. Merchandising.
6. Showcase, demo.
7. Advertising.
8. In kind support.
9. Licensing and broadcasting rights.

#### Expenses:

1. Trophies and awards.
2. Travel and accommodation.
3. Salaries, postage and telephone.
4. Photo, videos/medical fees.
5. Venue rent and insurance.
6. Printing and promotion.
7. Equipment and hire charges.
8. Transport.

### REASONS FOR BUDGET OF AN EVENT.

1. Financial decisions affect every area of the event and must be established early in the process and monitored on a regular basis.
2. Budgets are a clear way of identifying and allocating funds and communicating important financial information.

3. They can also be used as a basis for evaluation and to help future planning .Therefore, preparing a budget is part of the initial planning stage.
4. It includes projection revenue and expenditure from which an estimate of the net profits from the proposed event can be ascertained.
5. forming a budget begins with the costing of essentials, including the allocation of staff to the planning and of staging of the conference.
6. Then there is accommodation, transportation, catering and so on. A budget is a plan based on accurate quotes from all contractors and suppliers and careful research to ensure that no expenses have been overlooked.
7. It provides guidelines for approving expenditure and ensuring that the financial aspects of the event remain on track.
8. The budget is a part of the event proposal or the basis of the quote by the event management company to the client.
9. The budget as a document is an important planning tool, but the true value is in the degree to which the manager uses it and in the accuracy and thoughtfulness of the preparation process.
10. A budget represents the income and expenses of an organization or the individual event.
11. The event manager cannot have a successful planning structure without a budget and priorities for how the money will be spent. Therefore preparation of a budget is very essential.

#### Fundamentals / Steps of Creating a Budget

- a. Obtain past financial reports for the same or similar event: this will give insights into the demographic of your audience, and a baseline for year-over-year comparison.
- b. Define sources of revenue: the team need to review the various revenue streams available like attendee revenue, sponsor revenue and ancillary revenue
- c. Identify expenses: each event is different, but some of the line items that could be included within an event budget include: facilities/room rental charges, food & beverage, audio visual, furniture rental, entertainment, travel & lodging, staffing, equipment etc.
- d. Get the quotes: be determined with team the expenditure that will impact the budget. After that begin obtaining quotes based on requirements, including venue, updated menu costs, décor, labour charges, room rentals, 3<sup>rd</sup> party vendors etc.
- e. Create an excel worksheets reflecting the per person cost based on attendance: the team need to prepare an excel worksheet which includes cost per individual like for example breakfast and lanyards cost per person.



- f. Create and enter data into budget: using worksheet created begins entering the proposed budget template. Create few different scenarios to talk through with team until everyone can agree on the decision that need to be made to have a budget that works.

### COMPUTER AIDED EVENT MANAGEMENT

Before your event:

- 1) Interact with your speaker.

Communication with the speaker about the event's goals is crucial. Good speakers will tailor their message to meet your needs.

- 2) Use social media to promote the event.

Tweet about the upcoming event on Twitter and add status updates about it to Facebook and LinkedIn.

- 3) Make event materials mobile-friendly.

Create a mobile app for your event that includes access to all the event's handouts. It's easier and less expensive than you think.

During your event

- 1) Internet access is a must.
- 2) Video conferencing/Web casting can expand your reach.
- 3) Garner audience participation by implementing an audience response system.
- 4) Encourage attendees to use social media during your event.
- 5) Keep smart phones ON to promote texting.
- 6) Create a Highlight Reel from prior events.
- 7) Harness the power of visual testimonials.
- 8) Use photos of attendees in social updates.
- 9) Create one Unified Hash tag for use across all social channels.
- 10) Create Facebook event page.
- 11) Add your event to your Email signature.
- 12) Mailing list, direct mail, email, and internet.

### ADVANTAGES OF COMPUTER AIDED EVENT MANAGEMENT:

1. Easier data management

Computer aided event management helps the company in managing the entire data in a more organized way. For each event the company can save the records for all previous events.

2. Increased efficiency  
Data is managed in a systematic manner. Any information can be obtained on a click of a button. Event manager can get quick information about an event.
3. Reduces cost  
Initial investment may be relatively high on buying software. Installation of event management software will help company in reducing cost on hiring temporary workers to record data and so on.
4. Reduces work load  
Event management software automatically updates the entire set of records after completion of every transition.
5. Faster payment  
Any payment can be made and received within few minutes for the services delivered.
6. Improved quality  
Event management software helps in improving quality both in information and work. Accurate information can be obtained at any point in time.
7. Enhanced perception  
Needless to mention that event management software enables efficiency. Event management software offers easy access to customer and provides comforts to them.
8. Expense tracking  
Event management software helps the event management team to track expenses. They will be in a position to know whether the spending is well within the budget or are they exceeding the budget.
9. Generation of report  
Any type of report can be generated with the help of event management software. Format of the report and content can be customized based on each requirement.
10. Automatic event reminders  
Event management software is capable of sending automatic reminders to participants at regular intervals. The communication content can be modified each time the communication is sent to the audience, this helps audience to remember the event date and time.
11. Online registration/cancellation  
The beauty of event management software is that the participants can register their names online and make payment through cards this saves time and energy of participants.

#### ORGANIZING TABLES:

1. U shape tables  
It is one of the popular seating arrangements for groups up to 50 participants seating is usually on the outside of U.

2. Hollow square shape

In this set up there are 4 or more tables arranged in a square, rectangle or multisided design, in which the middle of design is empty.

3. Octagon shape

The octagon is a variation of the hollow square style set up where multiple tables are arranged in a multisided design in which the middle of design is empty.

4. Team tables/cluster shape

It is appropriate for small team, work group and committee meetings, it is ideal for small break out or study groups that require a lot of group interaction, discussion and note taking.

5. Board room shape

The set-up is often used for groups of 5 to 30 participants in board meetings, committee meetings and other small functions at which interaction between participants is extracted. Tables are set in rectangle /oval shape with chairs on both the sides and ends.

6. Class room shape

In this set up participants are seated in rows of tables placed facing the front.

7. Harvard class room shape

In this set up participants are seated in semi-circular rows of modular tables angled towards the head table.

8. Town meeting

It is ideal for large group of 100 to 300 people. It includes meal service in the same room.

9. Auditorium/theatre style

It is for groups of 300 or more people, chairs are placed in rows facing front with no tables. It can be in a straight or semi-circular format.

### ROLES AND RESPONSIBILITIES OF EVENT MANAGERS:

1) Select volunteers from committees.

Completion of an event consists of several activities arranged an order. One of a few persons cannot complete the whole process. Therefore event manager should divide the entire event into several activities and assign each activity to a committee he should also choose an in charge for each committee.

2) Decide goals and themes

Event manager should decide goals and themes for the entire event. This can happen after structured brainstorming with the team members. Each team can come out with theme for their event.

3) Research audience.

Before any event objective is decided, a detailed research should be conducted to know their age group, gender, taste, fashion, religion and so on. Without knowing the target audience for the event, various activities cannot be decided.

#### 4) Create event names and logo

In consultation with the various team members and heads, event manager should give creative name to the event. The name should be in sync with the objectives of the event. A meaning full logo should be developed to convey the theme of the event.

#### 5) Choose evaluation method

At the time of deciding the theme and the objectives for the event, the event manager should decide the evaluation criteria and methods for determining the success rate of event. The methods and criteria should be communicated to all the team.

#### 6) Preparation and sharing of consolidated budget

Every team should decide upon the various activities they are planning for the proposed event and resources required for the conduct of their respective activities. After collecting individual budgets. Event manager should consolidate all of them and prepare a master budget.

#### 7) Contact potential sponsors

Success of any event largely dependent on the money collected and systematically spent. Sponsorship money certainly strengthens the spending capacity of the company. If reputed sponsors are involved in the event, it adds to the glory of the proposed event.

#### 8) Visit and select sites

A good venue adds to the glory of good theme. Venue should be decided on the basis of the activities planned for the event. The venue selected should be easily approachable by the audience. The venue should be well connected by transportation facility.

#### 9) Finalise site

Once the venue is selected and confirming it has all basic facilities, the company should go ahead with the negotiations with the owner of the venue. Once the venue is finalized, total area of the venue should be divided for various activities.

#### 10) Make signs

After finalizing the areas for each activity, a sign board should be designed explaining various activities planned in the venue. Sign should facilitate participants to find sequence of the activities and the place earmarked for each event.

#### 11) Plan publicity campaigns

Grand success of an event is dependent not only on the creativity involved in the event. The success of an event is largely dependent on how good the company is publicizing the whole event.

### 12) Contact media

Company can take help of different media's depending upon the need. Constant media support helps company in promoting the event in a big way.

### 13) Meet for evaluations

After the completion of the event, the event manager should call all the activity teams to evaluate whether the event was executed as desired.

### 14) Send thanking message

It is customary and desirable to send thanking message to all those helped and participated in grand success of the event.

### 15) Write and file reports

After the completion of the event, a brief report should be prepared explaining the whole deliberation of the event. The report should be sent to various media for printing and publicity.

## CHECKLIST OF AN EVENT.

### 1) Planning.

- >Event overview.
- >Event plan.
- >Event manager.
- >Event description.
- >Event objective.
- >Budget.

### 2) Operations.

- >Police contact.
- >Liquor license.
- >Permits.
- >Insurance.
- >Security.
- >Health and safety permits.
- >Parking.
- >Transport.
- >Risk management.

3) Consultation with key stakeholders.

- > Consultation register.
- > Planning meeting.
- > Briefing-before event
- > Debriefing-after event.

4) Planning for an event selection of venue.

- > Site plan.
- > Weather.
- > Food.
- > Water, lighting and power.
- > Catering.
- > Seating.
- > Ticketing.

5) Publicity and Promotion.

- > Pre-event promotion.
- > Media releases.
- > Invitations.
- > Programs.
- > Posters.
- > Websites.

6) Sponsorship and merchandise.

- > Suggested sponsorship strategy.
- > Potential sponsors.
- > Evaluation of a sponsorship program.
- > Merchandise.

7) Management of alcohol.

- > Permit conditions.
- > Minors.
- > Beverage options.
- > Trading hours.

>Alcohol consumption areas.

8) Compile a file.

>Documents to be kept.

ADVANTAGES OF PREPARING EVENT CHECK LIST:

1. Organization.

Checklists can help the event management team to stay more organized. Checklist will ensure the organizers that they do not skip any steps in conducting an event.

2. Avoids confusion

Checklist presents various tasks to be done in an orderly manner. As the activities are arranged in an order there cannot be any confusion in completing the event.

3. Efficiency

With the checklist various activities can be performed quickly and effectively checklist will reduce the possible errors to very minimum.

4. Easy delegation

Various activities are involved in accomplishing an event. Different activities will have to be delegated to different teams.

5. Effective time management

Checklist helps the organizers of the event to accomplish the whole process within a given period.

6. Creativity

Preparation of checklist is an art. It involves lot of creativity in preparing.

7. Superior customer service

Customers come to event to get enjoyable experience. Timely and orderly completion of an event brings excellence in the minds of audience.

Questions

Section A (2M)

1. What is a planning schedule?
2. What is the meaning of checklist?
3. What is computer aided event management?

Section B (6M)

1. What are the different styles of organising tables in an event?
2. State & explain the budget of an event
3. What are the different checklists to be maintained before an event?

Section C (14M)

1. How does manager organise the events and assign responsibilities to the various people involved in the event?
2. Explain in detail the roles and responsibilities of the event manager for different events
3. What are the general steps required in conducting an event?
4. Computer aided event management is too much in use in all types of events. Explain
5. Communication is necessary in an event, explain.



## UNIT 4

## PUBLIC RELATIONS

## Public Relations - Meaning

Public relations is a management function that creates, develops, and carries out policies and programmes to influence public opinion about an idea, product or organisation.

Public relations is the practice of managing the flow of information between the organisation and its publics. A public relations specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with the public.

## Definition of Public Relations

Public relations is the deliberated, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics” -Institute of public relation, USA

“public relation is the attempt by information persuasion and adjustment to engineer public support for an activity, cause, movement or institution.” -Edward L. Bernays

“public relations is a combination of philosophy, sociology, economics, language psychology, journalism, communication and other knowledge into a system of human understanding .” -Herbert M. Baus

## Nature of public relations

1. Extent of PR function: to what extent the organisation uses public relation? The PR function should be recognised as central to good management and able to act as a unifying force within the organisation and in the way it's itself.
2. Level of PR function: this depends on the nature of business or services being provided by the organisation. Acceptance of government and the citizens is very important. Moreover, in handling sensitive issues, corporate management cannot do away with social, cultural, economic, and political ethos existing in the community.
3. Target public: how to handle the target public is a frequently raised question for PR person. It has been acknowledged by the management that the PR person is a necessary link between the management and the various public(audience)
4. Maintaining goodwill: since in the present competitive society all sections of the economy i.e. private or public are under constant public gaze hence it is equally important to guard the reputation earned.

5. Evaluation of work: PR person should always evaluate himself in his work environment. He should always appraise his own competence, acknowledge potential weakness and thereafter seek expert advice.
6. General areas of objectives. It is mainly known as which and what are the particular PR objectives to achieve. Terms like market standing, innovation, work performance and public responsibilities are mainly in PR.
7. Communication skills: managing the strategy and skills of communication are an integral part of business policy and decision making. PR decides about the methods and media of communication and when and how to use the target public.

### The importance of public relations

The importance of public relations is as follows-

1. Credibility: The various PR tools (stories or news articles) are primarily believed in comparison to advertisements. People generally believe that media professionals gather such crucial information and write these stories or news articles on their own.
2. Low cost: the different communication media used by public relations are relatively less expensive. Media placement charges are very low and also the tools sent to media executives for inspection are particularly less costly.
3. Not compete with other PR tools: since, PR tools are commonly featured as write-ups or stories, they do not compete with other public relations communication tools. But promotions and advertisements broadcasted through different media are compared with other promotions or commercials.
4. Effective communication mechanism of public relations is beneficial in establishing a good reputation in the minds of various sponsors about the facilities offered by an event organisation.

### Limitations of Public Relations

1. PR cannot totally whitewash Tarnished image;  
PR changes the produced minds, misunderstanding wrong impressions, misinterpretation but certainly not change the tarnished image into a solid gold block.  
Example mutual fund companies, money multipliers
2. It can't hide anything in the best interest of the company;  
The company as a family should not leak out week nesses because competitors are always wanting to en-cash on these matters. Reliance in India is only private sector company known as "fortune 5000".
3. Public relation cannot create reputation out of nothing;

The PRO (public relation officer) cannot create a reputation or goodwill unless there is little of it. A totally hopeless company is a hopeless company.

4. PR fails to have valued public opinion ;  
Public relations do not value public opinion in the same way some people draw money on a bank where they have no money. Technically a person can draw the money from the bank from his account even if there is no balance which is called as overdraft.
5. Public relations demands public speaking;  
Public relations reaches good conclusions to create 'mutual understanding'. PR is a great art of moving with the current but not against. To influence public mood, public view, line of thinking, the PR has to go along and then it can be bent as and when it is very opportunistic and viable.
6. PR is a very difficult discipline to understand and conduct successfully;  
A strategy supported by the professional knowledge of the media will be needed to get the media where one can get high responses to promotions.
7. It is hard to predict the responses of the audience;  
However, the responses of the PR last around 3 days to 1 week at most. A business plan will be necessary that utilizes the media exposure well without getting influenced by the needs which temporarily went up.
8. Draws end users who have bad quality;  
It draws the end users who have bad quality and you haven't had before into your business as your business is introduced in the media. Therefore, the claims that your business never had before might take place or it often happens that the problem of the product is picked up on.

#### Various Types of Media Used in Public Relations 1. Print media ;

It is form of mass communication in form of printed publication. They are usually the most visible outlets on college campuses, especially school newspapers, magazines, and in the local community.

2. Press release ;  
The press release is the most common material provided to media outlet. these documents provide a brief description of an upcoming activity, whether it is rush or a service project.
3. Photographs ;  
It is a picture got by making use of cameras. It gives a visual presentation which is more appealing.
4. Case histories /studies ;  
Case studies which show a good image of the company are shared with the media/investors, community etc.
5. Advertorials(advertisement +editorial);  
It helps in having a control over message, pay lesser than an advertisement .it is a strategic tool, but should not be used more often.

6. Interviews /(features meeting journalist);  
Press releases will encourage a reporter to do more such as conduct a full interview with chapter members or with a feature article on an upcoming project.
7. Brochure ;  
A booklet published by the organization which contains the organization background, its ethics, vision, mission etc. e.g; brochure given to a new employee to give a gist of the organization.
8. Poster and calendar;  
Any poster or calendar used to achieve a public relations objective.
9. Written speech;  
The type of written or printed text of a speech given to achieve public relation objective
10. Internal new letters and publications ;  
ICICI has their internal newsletters, in which information about the company, its profits , employees etc is given .
11. Letters to editor;  
Submitting these articles do not require a media contact this also gives an opportunity for any member to submit a letter on their chapter for printing.
12. Analysts brief ;  
One tells about the company, what the company is doing. It is done to influence the stock byers analysts , employees and media,
13. Conferences & Seminars
14. Internet
15. Website
16. E-Mail are some others.

### Public Relation Strategy

1. Analysing the situation  
The analysis of the situation is the crucial beginning to the process. It is imperative that all involved – planner, client, key colleagues and decision makers are in solid agreement about the nature of the opportunity or obstacle to be addressed in this programme.
2. Analysing the organisation  
This step involves a careful and candid look at three aspects of the organisation Its internal environment i.e mission, performance and resources  
Its public perception (reputation)  
Its external environment (supporters, vendors, competitors)
3. Analysing the publics

This step involves the analysis of each public in terms of their needs, wants and expectations about the issue, their relationship to the organisation, their involvement in communication and with various media and a variety of social, economic, political, cultural and technological trends that may affect them.

4. Establishing goals and objectives

This step helps to develop clear, specific and measurable objectives that identify the organisation's hoped for impact on the awareness, acceptance and action of each key public.

5. Formulating action and response strategies

A range of actions is available to the organisation. In this step, the organisation considers the various options available to them. The step is inclusive of identifying typologies of initiatives and responses.

6. Designing effective communication

It deals with the various decisions about the message, such as the sources who will present the message to the key publics, the content of the message, its tone and style, verbal and non verbal cues cues and related issues. Lessons from research about persuasive communication and dialogue will be applied for the ultimate purpose of designing a message that reflects the information gained through step three.

7. Selecting communication tactics

The organisations have four major options to consider as their communication options.

- i. Face to face communication and opportunities for personal involvement
- ii. Organisational media
- iii. News media (uncontrolled media)and
- iv. Advertising and promotional media.

The event management firm needs to identify the appropriate tactic for the intended message and create a package of cohesive communication programme.

8. Implementing the strategic PR plan

The developing of budgets, schedules and other aspects of implementation needs to be done to execute the strategic PR plan formulated above.

9. Evaluating the strategic PR plan

It indicates the specific methods for measuring the effectiveness of each recommended tactic in meeting the stated objectives.

## Media management

Media management is a term used for several related tasks throughout post-production. In general, any task that relates to processing your media is considered to be media management, such as capturing, compressing, copying, moving, or deleting media files. The various steps which have to be followed in managing the media are:-

1. Have a strategy: an effective part of PR analyst strategy should be to enforce his organisation's core messages in all news releases.
2. Know your audience: its important to get familiar with the characteristics of the media outlet one is targeting and to find out about their main audience and their likes and dislikes.
3. Invest in relationships: as with any relationship, building trust is critical. The PR analysts has to be upfront about what he can and can't do.
4. Think before speaking: the PR analyst is representing his organisation at all times. Everything he say to a reporter is on the record, regardless of disclaimer.
5. Monitor your media coverage: media coverage shows the PR analyst. As a media relations expert, the end goal is always positive media coverage for the organisation.
6. Have a good story: journalists recognise a strong story within seconds, so he has to tell his story quickly and efficiently.
7. Know the story inside and out (completely): he has to research his story carefully. He also must be able to answer any questions that the editor may have.
8. Be persistent: there is a fine line between being persistent and annoying, but of he has a good story and knows his audience, it is fine to make contact attempts untill he gets feedback from a reporter.
9. Follow up: many potential leads are lost because public relations people fail to follow up. If a reporter tell PR analysts to call back another time, he has to make sure he does so.
10. Be creative: infusing the media relations plans with innovative thinking produces stronger, more effective results, so he to avoid recycling the same old news releases and fact sheets
11. Find information: the PR analyst must make an outside research. Like he can interview an industry analyst and get another perspective which would help him to make a great story.
12. Study and adopt good writing skills: the PR analyst should study different types of stories and must look carefully at reputable publications
13. Eliminate jargon and techno – speak: buzzwords and complicated words must be avoided. He should write with clear language and avoid words which are another sign of weak writing.

14. Expect results: media coverage means increased visibility, which exposes the organisation to more prospective customers. The more people you can reach, the better the impact will be on your organisation.

### Brainstorming

It is a process for generating creative ideas and solutions through concentrated and freewheeling group discussion. The basis is to suspend bias and judgement to allow free flow of thoughts in a group.

It combines a relaxed, informal approach to problem solving with imaginative thinking.

Thus, it is a popular creativity enhancing technique.

### Process of Brainstorming

- a. Define the problem / situation at hand clearly and to the point.
- b. Decide on the number of people to brainstorm. It should not be a too small or too big a group. An ideal number 6-15 participants.
- c. Have a moderator or facilitator who will ensure that there are no interruptions or deviations
- d. Appoint one member of the group to record the /write down all the ideas generated in the process.
- e. Announce a timeframe within which the discussion is to be conducted and completed.
- f. Give a brief to the members on being open minded, non judgemental and to speak freely.
- g. On completion of the session, recordings of the ideas generated / proposed are to be carefully filed for further reference and scrutiny.

### Types of Brainstorming

#### Free Writing

Write down the first thought that comes to one's mind. It is used when there is no sufficient information to begin with.

#### Bullet points

This begins after free writing. For every idea listed there, try building more content to each one of them by use of bullet points.

### Time travel

Imagine you have gone back 50 years or ahead by 50 years and then do the thinking to generate ideas.

### Webbing

An idea is written in the centre of a sheet of paper, circled and linked to this is the next thought that occurs to you, again circled and linked to the next. The process is continued till the page is covered with ideas.

### Brain exchange technique

Similar to free writing but extended. Here, once the first set of ideas are written down, members of the team exchange the sheets and write more ideas on basis of what the other person has written. The process works well when idea generation has to happen as a multi-level process. The session continues till all participants have had atleast one look at all the others' ideas and added their thoughts to them.

### Advantages of Brainstorming

- It can be used by people of all walks of life – students, working professionals, friends, home makers etc.

- At work, it creates a repository of ideas for future reference and for solving immediate problems.

- Allows all participants to have an equal chance to voice out their thoughts without fear and prejudice.

- Stimulates and enhances creative thinking Enhances team building and decision making.

- Helps create positive work environment, with employees feeling acknowledged as their thoughts are given credence.

### Disadvantages of Brainstorming

- The ideas generated may all not be good or worthy, they need to be scrutinised seriously.

- Ideas generated may have cost and financial obstacles or operational issues.



Although brainstorming process is prejudice free, the implementation of ideas garnered through Brainstorming may be subject to bias during scrutiny and implementation.

It is time consuming and requires dedicated time of participants. Participants who participate as a formality will not be resourceful.

Cooperation of all the participants, trust and respect towards each other may not always be there, thus rendering the process useless.

### Writing for Public Relations

If public relations is about developing and maintaining relationships between an organisation and its public, then public relations writing is about applying language to fostering those relationships.

#### Types of PR writing

Public relations writers' are among the most versatile of writers. The PR writer prepares many pieces for a wide range of public. The types of writing assignment handled by public relations professionals are:

1. Business correspondence: internal memos that inform others in the organisation about the status of projects and other subjects, external business correspondence and e- mail messages that confirm agreements and solicit support, and proposals to clients and internal supervisors that outline recommended public relations campaigns.
2. Corporate and internal communications: news and feature stories for publication in newsletters, company magazines, and other employee publications, content for website, intranets, and digital social media, scripts for training and corporate video programmes, and annual reports directed to shareholders and the financial community.
3. Publicity writing: news releases, background materials, and other written pieces designed to produce print and broadcast media coverage.
4. Marketing communications: written materials that support marketing efforts, product promotion, and customer relations, such as product publicity, product brochures and catalogue, posters and fliers, sales literature, direct mail pieces, and customer newsletters

5. Advocacy writing: writing that establishes a position or comments on an issue, endorses a cause or rallies support, such as letters to the editor and articles sent to

the opinion pages of print media, speeches written for executives that are delivered at industry conferences, media events, or business meetings, and corporate or image advertising that sells the company not a specific product.

### Importance of PR writing

Written communication is an essential part of a successful PR plan. Understanding the importance of written communication in PR practice will assist in making good corporate policies.

Following points highlight the importance of PR writing:

1. Continuity: with properly structured written communication, there is less room for misinterpretation than with verbal communication. It is important to make sure that a company sends a single and consistent message which creates a sense of continuity.
2. Collaboration: a written statement creates a common template that all involved parties can work with to create a coherent public relations statement.
3. Broad appeal: a written public relations statement can be crafted by several public relations professionals to appeal to several target audiences at the same time and address concerns collectively.
4. Reference: written communication can be circulated and referred to by any member of the organisation at any time.

Questions:

### Section A (2m):

1. Explain the meaning of public relations
2. What is media management?
3. What is brainstorming?
4. Write any four advantages of brainstorming

**Section B (6m):**

1. Elaborate on the importance of public relations.
2. What are the limitations of public relations? Explain.
3. Explain the public relations strategy.
4. "Media management is very important for an event management firm".  
Elaborate on the statement.
5. Explain how to conduct a brainstorming session.
6. Explain the advantages and disadvantages of brainstorming
7. How is writing an essential aspect of public relations?
8. What are the types of writing tools used by event management firms for public relations.
9. Describe the contents of report prepared by an event management firm.

**Section C (14m):**

1. What are the types of media used in Public Relations. List two advantages and two disadvantages of each type of media.
2. Elaborate on the importance of public relations. What are the limitations of public relations? Explain.

## UNIT 5

## CORPORATE EVENTS

## Meaning and definition

A corporate event can be defined as- A gathering that is sponsored by a business for its employees, business partners, clients and/or prospective client. These events can be for largest audiences such as conventions or smaller events like conferences, meetings or holiday parties.

Corporate events are private events held by corporations or business firms for their staff, clients or stakeholders. These events can be for larger audiences such as conventions and conferences, or smaller events such as retreats, holiday parties or even private concerts.

## Popular types of corporate events

## 1. Seminars and conferences

**Purpose:** Organizations plan and hold these meetings with targeted audiences, and provide them with relevant information.

**Description:** Seminars are usually shorter events, lasting a couple hours, 1/2 day, or even a whole workday. They have single or multiple speakers, and generally keep all participants together in the same space. Conferences, on the other hand, typically have multiple sessions that occur concurrently that are geared towards different interests, different position or roles, and even skill level. They are typically held at hotels, begin with a keynote session and then hold breakout sessions by topic. A conference is usually planned for at least half of a day though generally conferences span the course of in to two days or something longer.

## 2. Trade shows

**Purpose:** organizations attend trade shows as a lead generation activity. They may also choose to host or sponsor a trade show to reinforce their images as an industry leader among those who attend, such as members, customers, prospects, and suppliers.

**Description:** event planning for trade shows involves negotiating sponsorship rates for trade show booth space, advertising and promotion at the event, and sometimes speaking opportunities at the event for the leadership in the organization to speak. Many logistical details exist to assure that trade show booth, promotional materials, give aways, and staff arrive on time for your company.

## 3. Executive retreats and incentive programs

**Purpose:** Executive retreats and incentive programs are often held at luxury resorts in exclusive destinations, and they receive the most visibility in an organization. Business development and organizational planning are typically the topics agenda, but equal weight is given to enjoyable activities as part of the original incentive and reward.

Description: Executive retreats and incentives trips typically last between three and five days and require attention to site selection, lodging, transportation, catering, business meetings, and golf and other activities. Negotiation skills must be sharp because these programs involve all aspects planning.

#### 4. Sports / Golf events

Purpose: One favourite event at every organization is to hold its annual sports / golf outing. Relationship management is the primary objective; however, business content must always drive event planning, not the other way around.

#### 5. Appreciation Events

Purpose: These programs allow an event host to spend informal time with its guests in a non-traditional environmental, giving both parties an opportunity to build a rapport and learn more about mutual business priorities. Appreciation events can range from programs geared toward employee appreciation to those for showings clients' appreciation,

Description: There are limitless possibilities and types of appreciation events that organization hold throughout the year. Common programs include:

(1)Dinner and theatre,(2)Day at the race trace ,(3) suites at sporting arenas, (4) Day and evenings cruises,(5)Private parties at music festivals,(6)Holiday parties,(7)Tickets to the most popular events in town.

#### 6. Company or organization milestones

Purpose: Company milestone provides a business or organization the opportunity to celebrate a grand opening or other major milestone or anniversary.

Description: Company milestone events vary significantly in their execution, but tend to follow similar programs as employer and clients appreciation events .These types of events tend to be celebratory in nature and can be limited to company employees on the company's size and importance in the community.

#### 7. Team Building Events

Purpose: Team building events are meant to build upon the company's strengths while building employee confidence, goodwill, and morale. Team buildings events also provide the unique opportunity for employees to spend time together in a non-work environment working together to solve puzzles and complete activities. Team buildings events are meant to do just in buildings strongest teams.

Description: Corporate team buildings events have been epitomized by outdoor and physical group activities. In fact, there are companies all around the nation that specialize in hosting team buildings events indoor and outdoor courses. Team buildings vents can also focus on other types of team buildings activities from workshops to sensitivity trainings.

#### 8. Product launch events

**Purpose:** Product launch events can include internal product launch meetings to inform all employees across the company about upcoming products to full –blown product launch parties to create buzz surroundings the products' release among consumer and the media. Product launch events are most common for business to consumer (B2C) companies.

**Description:** Product launch events are generally meant to generate media coverage and industry buzz prior to a product's release .The launch events may include a flashy introduction to the product along with an address from the companies most important executive .Large product launches also tend to be very much big party with well–know guests, dinner, and entertainment depending on the industry.

#### 9. Board meetings and shareholders meetings

**Purpose:** Board meetings and shareholders meeting both serves extremely important purpose for both private and public companies. Board meetings serves as an opportunity for board members to meet review business performance and meet with company executives to make important decision .Shareholders meetings ,on the others hand, provide companies the opportunity to share recent performance, targets, future goals, and business strategies with its shareholders.

**Description:** Annual, bi-annual or even quarterly meetings can be small internal meetings of board members or large –scale prestigious business events for shareholders. Size range depends on the size of the company and shareholder turnout.

#### ARRANGEMENTS MADE FOR VARIOUS CORPORATE EVENTS:

The corporate event manager after planning for the particular event must make necessary arrangements in order for achieving success of the event which is organized. Event manager do the entire work by himself or allot people who are specialized in the following areas. Only if the arrangements are made well it will lead to a successful event. The following arrangements which are made by the corporate event managers are:

1. Site selection: Selection of the site or venue where the event is going to happen is the first thing which has to be looked in by the event corporate organizer. The event manager must visit the place personally to have a check. He must look into the factors to be considered;

- \* The size
- \* The location
- \* The time and cost

2. Guest list: After having decided the site for the location of the event, a proper guest list should be made and necessary arrangements should be made for them if they are travelling from outside.

3. Transport and Travel arrangements: The event manager must make necessary arrangements for the guests and VIP's if they are travelling from outside. Proper arrangements for their travel should be made.

4. Hotel accommodation: For VIP's and important guests who are arriving from outside for the event, the event manager must take care of all the proper arrangements to be made for their stay. At the end of the day no guest should go back with a complaint.

5. Lighting style system: In order for the event to look presentable the lighting must be good. This will showcase the event better.

6. Catering arrangements: Having a good lighting and a good talk about the entire event without good food can spoil the whole event. It is ultimately said that the way to make people happy goes from their stomach. The event manager must make arrangement of good food which will please the audience.

7. Seating: Seating arrangements can be made in round table form or in horizontal or vertical forms. It is left up to the event manager to put up the seating arrangements in a presentable form.

8. Speakers: The most memorable aspect of the meeting or event which is planned {aside from the food} is likely to be the program. Hiring the right speakers to address participants is crucial. Factors to be considered are:

- \* Know the program objectives
- \* Understand audience needs
- \* Ask for references
- \* View a demo video
- \* Don't assume that all celebrities know how to deliver an effective speech.
- \* Provide speakers with good information so they give you what you want.

9. Sound quality: If the event manager has arranged for really good speakers for this event but there is no proper sound quality arrangements made, the entire event will be disturbed and the people will not like it nor really enjoy it.

10. Conference room design: If there are initial meetings to be held by the directors of the company and important VIP's, it has to be arranged by the event manager in separate conference rooms. The event manager must personally go to these rooms and have a check whether it will be sufficient to conduct the conference or not. If not he can make alternative arrangements.

11. Technology: There are no events in the current trend where no technology is used. The event manager makes use of power point presentations and other forms of technology to add life to his event. Event manager must be well upgradable and equipped in, changing trend.

12. Podium: No event can be conducted without having a podium. It is a must and should requirement in each event. It is a temporary stage for an event.
13. Entertainment and fun arrangements: This is a must arrangement which had to be made by the event manager in order to make the audience lively and enjoy the event to the maximum.
14. Audio visual requirement : In order to make the event attractive and interesting the event manager must make sure that he not only uses audio but also some video clippings to show the audience to catch their attention and make it more presentable.
15. Recreational activities : Recreational activities are often done for enjoyment, amusement, or pleasure, and considered to be “fun”. This can keep the event going for a long time.
16. Portable bars: This is a must and should in corporate events. Necessary arrangements must be made for bars in the event. Usually a separate area is made in order to not disturb the other happenings.
17. Decorations: In order to make the event presentable, decorations are a must. It gives an appealing look to all the people who are present for the event.
18. Printing arrangements : This facility must be made available in the event hall. If any information has to be passed it can be printed and circulated during the event. Initially when people are coming inside the hall the printing sheet of the happenings of the event can be presented to them.
19. Gifts and rewards: The event manager can make arrangements to give gifts and rewards to existing employees to appreciate their performance, gifts and rewards can also be given to new employees as a token of welcoming them into the company. This can usually be done at the end if the event.
20. Floral arrangements: The event manager must make background decorations using flowers based on occasion.
21. Musical arrangements: Depending on the type of the audience which has come up for the event, music can be played. Young crowd prefers loud music and some prefer silent music. Music arrangements can be made depending on the class of audience.
22. CMP Arrangements: CMP is complete meeting package arrangement. This is done by the event manager in order to simplify the planning and budgeting process of the events.
23. Personnel arrangements: Catering to the custom made requirements of various individuals and groups.
24. First aid arrangements : Basic provisions for medical assistance in case of emergency situations must be made by the event manager.
25. Safety arrangements: The people who have come in the event generally expect the environment to be safe and sound failing which they will not want to come for the event.



A safe environment must be organized for the people who have come in, to attend our event.

26. Security arrangements: Arrangements of good and full on security should be provided to high profile celebrities.

27. Electricity arrangements: Proper electricity arrangements need to be taken care by the event manager. In case of absence of electricity UPS arrangements have to be made.

28. Water arrangements: During the event apart from beverages, hygienic water must be provided.

29. Traffic management arrangements: On the day of the event if any VIP's are attending, in an around the event area traffic should be maintained well in advance.

30. Parking arrangements: Proper parking arrangements must be made on the day of the event.

31. Street closure: If the street in an around should be closed, necessary permissions must be taken by the event manager.

32. Waste and environmental arrangements: after the event the work of the event manager does not come to an end. He has to give directions to clear of all the wastes and keep the place and surroundings clean. Event manager should have a waste disposal strategy, or a plan for disposing waste.

33. Cleaning arrangements: Proper and timely cleaning must be done regularly during and after the event. If all these arrangements, planning to be made well in advance and in a proper way, all things will go on smoothly and the event will definitely be successful.

## PLANNING OF CORPORATE EVENTS

### 1. Conceptualize big idea with a theme:

Whether, the corporate event manager is doing a cocktail party, a workshop or the company picnic, setting a theme gives the tone of the event and gives him a starting point when picking food, music, decor and more. He should make sure that the theme is appropriate to the crowd for which is planned. A large variety of theme ideas can be got online.

### 2. Guest list creation:

Deciding the ideal guest will depend on the goals. Potential clients, community leaders, employees, other business leaders, current customers and clients. After determining the target guest, he should create a reason for the guests to attend. Well-known speakers, sneak peeks of new launches.

### 3. Determination of budget:

The corporate event manager must have a realistic idea of what it will cost to host an event. He should not reserve a venue or choose vendors without finalizing this

important number. Depending on it budget can be allocated to each category. The main categories would be venue, food, decor, entertainment. Other categories would be hotels, transportation and parking rentals, a/v, stationery and design and insurance.

#### 4. Selection of date and day:

While looking at possible dates, one check the calendar to also look at holidays, local events, sporting events and scheduling conflicts of your companies' leaders.

#### 5. Choice of location:

The first criteria are to make a list of venues that are available, fit the budget and have the space for guest count. Even more important is that he should find a location that creates the style and feel for the event that matches the desired goals. The theme and colors should complement the venue

#### 6. Decide on promotion and tickets:

Depending on the goal of the event, the manager may want to create a promotion committee to raise awareness and increase attendance. Along with promotions, deciding on a marketing strategy as well as possible thank-gifts and swag for attendees can be added. Ticket sales may also be a part of the plan if the goal is to raise money for a non profit cause.

#### 7. Connect with vendors:

The manager must hire vendors to fill needs that can't be filled from within the company or if management decides not to take staff away from regular duties. These would include event planners, venues, caterers, florists, decor and rentals, a/v, lighting, entertainment and marketing.

#### 8. Start making appointments to view locations and meet other vendors:

The manager must discuss room rental costs and what is included in those fees. Manager should determine the visiting hours that visitors have access to the room.

Ex. If event manager can bring in his own caterer, he should start meeting with potential vendors to taste their food and determine their pricing. He should determine the venue requires him to bring in outside security for the event. This not only protects from liability, but this can help keep outsiders from crashing into the party. He must look to hire a licensed bartender if the facility cannot provide one. He should find out if the venue can provide decorations or if he has to supply his own. Some facilities have a wide variety of items that he can use such as candles, mirrors to set on the table, glass jars, etc. So if he can take advantage of anything being provided for free, he can save quite a bit on his budget.

#### 9. Determine the menu with caterer or facility:

Event manager should determine the timing and manner of serving. Will it be a buffet or a sit-down, plated meal? Is he doing appetizers ahead of time, and/ or considering a dessert bar later in the evening? He has to iron out the exact details and timing so that his guests don't go hungry at any point.

10. Sign contract with vendors:

This has to be done to and make sure that they provide him with a copy of the contract.

11. Entertainment and photography:

These two areas are sometimes overlooked at business parties. Entertainment can add to the atmosphere, energize and create an unforgettable experience. Having a photographer at the event is vital for capturing images to use for PR, newsletters, stockholders meeting, and advertising.

12. Purchase decorations to match your theme:

Different types of corporate events will require different decorations. Based on the requirements decorations can be chosen and picked.

13. Create and send out invitations via traditional mail or electronically:

The corporate event manager can send the invitations to the audience traditionally or by mail.

14. Prepare a to-do list timeline:

If there are any details that need to be covered or are time-sensitive, he has to ensure that he has created a countdown list to stay on top of the minute detail

15. Create and agenda:

Unless the event has a cocktail or mingling type atmosphere, creating agenda is a must. This will keep guests informed of workshops, speakers, product demo and more. These could be a physical program, a large billboard type piece or a digital catalogue. For smaller more casual events, posting an event flow will keep guests from getting bored or leaving early.

16. Confirm details:

This is where the logistics and details need great organization and oversight. A timeline must be setup, during the event and post- event. Details regarding staffing, guest admission and seating, stationery - programs, menus, invitation, swag and giveaways, speakers and workshops, parking and transportation etc .Must be looked in to by the corporate event manager.

17. Create energy:

The corporate event manager use traditional and social media to promote the event. Hash tags are a great way to create community and promote on twitter and instagram. He should have a staff member harness social media during the event to post pictures on Facebook and instagram, reply to tweets, and engage with hash tags.

18. Check and double check the list:

The week before, the day before and the day of check should be done by the corporate event manager. He has to make sure that nothing is forgotten.

19. Have a designated errand person chosen:

This is done so that the key staff can stay and orchestrate the event and the errands can be run by the person, for any additional items that need to be picked up.

20. Following up

The corporate event manager must collect suggestions from attendees. Have decision makers write up their opinions of the planning process, event results and meeting goals. He should compare estimate budget to final costs.

### JOB RESPONSIBILITY OF CORPORATE EVENTS ORGANIZER.

1) Market research.

The first responsibility of research organizers is to conduct market research to identify opportunities for events. Market research helps event organizers to make requirement analysis of the client.

2) Analyzing event requirement.

In the requirement analysis, company should tell the client about the various requirements based on the proposed event.

3) Budget preparation.

Preparing a budget is a major issue in an event management companies. Each event varies in its magnitude and requirements. Therefore, budgeting exercise should be done with lot of caution.

4) Safety and health obligations.

Safety and health issues are equally important as the main event. The organizers should take care of health, security and safety of the participants.

5) Venue management.

Participants expect enjoyable experience by attending the event. Therefore, it is the prime concern of the organizers to offer good hospitality to the participants.

6) Organizing facilities.

Apart from conferrable event venue, the organizers should take care of the other facilities like car parking, traffic control, security, first aid and hospitality.

7) Coordinating.

Each activity in an event is special. The event organizers should select an appropriate mix of employees to handle the given task.

#### 8) Selling sponsorship.

Conducting an event is a costly affair. In order to support this, event organizers may seek help from sponsors. The venue selected should have allotted spare place for sponsors.

#### 9) Preparing delegate packs and papers.

Event organizers should prepare resource kit for the participants. The kit may include writing pad, pen, pencil, eraser, sharpener, white sheets etc.

#### 10) Promotion of the event.

The event organizers should seek the help of employees of the organisation to join hands in promoting the event in the market.

#### 11) Feedback.

Event organizers should devise a mechanism to obtain constructive feedback from the participants. This is usually captured through a structured questionnaire.

#### 12) Clearing the venue.

After the event is complete, the event organizers should ensure that the temporary erections are removed; venue is neatly cleaned and cleared.

#### 13) Post-event evaluation.

After completing every event, it is advisable to evaluate the whole event. The evaluation should be done against the predetermined expected outcomes.

#### 14) Preparation of reports.

Event organizers should prepare a report about the entire proceedings of the event. These reports act as future reference materials.

### BUDGETING OF AN EVENT

Planning a corporate event can be complicated, and there is much to prepare and coordinate to ensure that event is successful. One of the biggest concerns is keeping within a set budget, and realizing a satisfactory return on investment. The corporate event manager can prepare a workable budget for their corporate event, and to ensure that their financial investment does not go unrewarded. It includes-

#### 1. Basic Expenditures

The first step in preparing a budget for any corporate event is to identify basic expenditures. While this may seem roughly obvious, without a definite outline of expenditures it is all too easy to run over budget at the last minute. Basic expenditure should include the following:

1. Cost of the hired venue.
2. Cost of speakers or paid guests.
3. Printing costs for leaflets, hard copy presentations, etc.
4. Cost of rental equipment, including projectors, sound system, staging, and internet access.
5. Cost of decorations and furnishings.
6. Cost of marketing and promotion.
7. Cost of catering, including wet bar and service staff.

## 2. Return on Investment

After tallying the basic expenditures, manager will have a rough idea of the operating budget. The next step is to decide what to achieve from the event, and how it can be measured. If the event is meant to train or educate the staff on new products or procedures, the return on investment will be more difficult to gauge as the end result of the event will probably not be immediately financially quantifiable.

## 3. Money Saving Tips

While conducting an event corporate event manager should save money as far as possible. The following tips can be used when planning corporate event, to keep costs under control.

1. Avoid Impulse Purchases-This applies to any corporate event. It is all too easy to get caught up in the planning stages, and to decide if it requires extra decorations, food items to really make the event a success.
2. Cut Your Catering Cost- On average, most people planning a corporate event order more food than they need. It is natural to want to ensure that there is plenty to go around, but this often leads to waste. So the event manager must set a preliminary catering budget. This will save money on catering bill, and will lead to less wastage.
3. Monitor All of Your Expenses- When planning any corporate event, there may be many different people in charge of various aspects of the proceedings and in charge of various pay-outs. The manager must keep a close eye on all of the expenditures, and monitor staff to ensure that they are not going over budget in any given area.

## Managing the Budget the Right Way

The corporate event manager must manage his budget in the right way by making use of the following:

1. Track site rental costs: As the manager plan the event and meet with the venue sales manager, he has to track all projected rental fees for the event and function space, housekeeping, baggage handling, and related expenses.

2. Estimate catering costs: This includes all food and beverages charges, including tips and gratuities which can account for up to 30%.
3. Document transportation charges: This includes shuttles, coaches, event transfers, and any related expenses.
4. Add decor expenses: Most events include expenses for decor, such as centre pieces, floral, tent rentals, etc.
5. Document entertainment & equipment fees: common expenses in this category include the A/V equipment, but it's also a good spot to list honorariums to speakers or if the manager is hiring entertainers.
6. Summarize printing charges: Several small item charges actually combine to make a larger expenses line item. These include invitations, name badges, program booklets, event signage and banners.
7. Line items for gifts: The event manager should never allow a guest to leave empty handed. So, whatever gift or gifts he provides, he should track the cost for them separately.
8. Identify activities expenses: If the event includes activities such as golfing, tennis, spa, rafting, biking, or other activities, he has to make a note of the cost of fees separately.
9. Post other expenses: If expenses doesn't fall into any of the above categories, the manager can list them as a miscellaneous expenses item here.
10. Give yourself a contingency fund category: Depending on the size or complexity of an event. Despite the best planning, charges will exceed so the corporate event manager must plan well in advance.
11. Summarize projected expenses: As the manager builds his event program, he will have a good projection of the total expenses. This is the information that can be shared with the event client to make sure they are aware of the event budget so that later there aren't any surprises later on.
12. Summarize actual expenses: This happens after the event concluded. The event manager should subtotal the invoices into the above 10 categories and document the actual budget. If extremely favourable, he should identify savings in actual budget vs. the projected budget, demonstrating the value-add.

#### SECURITY PLAN:

The security plan for the guests and participants in corporate events must be:

- A) Deigned to provide enhanced guest and employee safety.
- B) Unrivalled levels of security awareness and customer service skills.
- C) High calibre individuals with the skills, aptitude and positive attitude that our customer demands.
- D) The highest standards of presentation, with uniforms to suit all requirements.

E) A commitment to exceeding our customers' expectations.

### Health and safety at corporate Events

Health and safety should be of top priority before starting to add fancy lighting to event tent or rolling out the red carpet. The essential areas you need to investigate and check off list, to make you corporate event safe:

1. Capacity. Before the manager does anything else, he has to make sure to choose the venue and it has enough capacity as specified by fire safety authorities for all of his guests, as well as staff members, entertainers, vendors and volunteers.

2. Temporary Structure (i.e. stages and platforms). According to the Health and safety Executive (HSE), event organisers need to use contractors who specialise in temporary demountable structure (TDS) for everything from the design to the final installation of the stages or platform. The manager has to provide accurate details on what the structure will be used for, by how many people and the weight of equipment placed on it.

3. Risk assessment. If the manager feels lack of knowledge or experience (or time), he should instruct a professional to carry out a full assessment of all potential hazards. These include obstacles and tripping hazards, fire safety issues, electrical safety, flammable materials and anything else that could potentially cause harm. He should think through every possible worst case scenario, no matter how remote the chances of it happening and have a plan in place.

4. Emergency routes, lights and signage: Signs pointing to fire escape and emergency exit routes, as well as emergency lighting (if the power goes out) and all relevant health and safety signage, are required by law at public events. Manager should not forget to fit smoke detectors and fire alarms (or test them if already installed) and designate an assembly point in case of evacuation, placing more signage to tell people where it is. Signage and lightings are easy to fit in a versatile venue like an event tent, often used for corporate events.

5. Training: Whatever safety plans are put in place, every member of the team needs to be informed. Carry out basic trainings to ensure that every steward and staff member knows enough about your safety plans to instruct delegates to the event. Responsible event organizers will have a list of safety precautions twice as long as this one, but these are the essentials to tick off in order to ensure a safe and productive event.

Main points to be considered to provide Safety and Security in events

1. Safety of the event audience –The audience who have to see the event must feel a sense of security.
2. Safety and security of the performances, VIP's: Any important people coming for the event must be taken care of in the right way. Performance if any must be done with full safety provided to the participants.



3. Health and safety of the staff- All the staff who are involved in the event must be given proper safety measure as they are the main people of the company.
4. Security of the premises, Equipments, Cash etc.-The place where the event is running must be covered with full proof security .Any equipments if used must be safe and secure.
5. Communications(Meetings, Reporting relations, Emergency reporting relationships, Communication methods)-Any emergency cases must be immediately reported to the event manager so that it can be resolved at the earliest.
6. Emergency access and emergency management-In case of emergency requirements the problems must be solved then and there for the smooth running of the event.
7. First aid –Accidents in any occur in the event, proper first aid must be provided and the problem must be solved on the spot, without causing serious harms to the person.

#### Creating a Blueprint:

Blue print can assist the corporate event manager in sites selection, music menu development, audio/visual equipment, and entertainment ,allowing him to create memorable event experiences that yield success.

#### Blueprint for Event planning success

##### 1. Develop strategies for success.

- A) Make sure the purpose for the event is important enough to merit the time and expense needed to properly stages, publicize and evaluate the event.
- B) Carefully match the type of event that is selected to the purpose that it servers.
- c) Ensure that all the employees support the corporate event. Select a working committee with board representation.
- D) Target groups that have a special stake in the event.
- E) Start planning at least three months, and in many case, a year ahead of time.
- F) Develop ways to evaluate the event's success. Measurable event objective may include attendance, the amount of money raised, and the number of library cards issued or increases in circulations.
- G) Talk to others people who have successfully staged similar events.

2. Get the event approved: After the strategies for the events are decided the corporate event manager must get approval from the director of the company for the event which is going to be organized.

3.Choose a date and time: A date and time shouldn't be choose randomly .The corporate event manager must choose an appropriate date and time for fixing the event which has to be organized.

4. Secure the venue: If the event is hosted on campus or office, the event may be free of charge, if the event is being hosted off campus; there are a few more steps to be taken.

A) Secure the venue well before the event for the best choice in availability. Some venues book up to years in advance.

B) Look into venues that work with the budget that is created. Corporate event managers should not waste time looking at space you can't afford.

C) Choose a venue that can hold the estimated capacity.

D) Location of the event is important. The corporate event manager looks at the proximity of where the venue is located in comparison to where your attendees will be coming from.

E) He should read any contracts in their entirety before he signs. Ask questions if he does not understand the wordings.

5. Create Publicity and promotional items:

The ways to publicize the events are endless. A few favourites include:

A) Teaming up with broadcast departments create a promotional video. It can be played at upcoming events or shared via social media.

B) Speaking to journalism, business and advertising/marketing classes.

C) Reaching out to on-campus media.

6. Make a checklist: A checklist provides a step-by-step guide to organizing and executing a corporate event.

7. Create a budget:

The objective is to provide event planners with a financial blueprint. The budget should be specified, and include revenue opportunities (sponsorship, ticket sales, donations, concession sales) as well as expenses (printings, permits, insurance, speakers, food, supplies, security).

8. Plan publicity:

Promoting a special event takes creative thinking balanced with practicality. The primary objective is to publicize the event, but secondary objectives should be considered.

A) Are you trying to inform, educate or entertain?

B) Increase awareness or attendance of the event?

C) Build a base support from a specified audience?

D) Facilitate good community relations? Brainstorm all the available media including marquee, school newsletters, church announcements, and cable commercial stations.

Make a details list with names of whom to contact and when.

9. Consider logistics: With many activities going on simultaneously, there are many details to be checked. Major areas to consider and plan for include: size of space or building used, utility support needed, setup (tables and chairs, tents, portable toilets, parking, signage) coordination, cleanup, emergency plans. Transportation and public services such as police and fire departments.

10. Evaluate the event:

Take time to evaluate right after the event while the details are fresh. The event manager may want to consider having a questionnaire for participants to fill out. Some general evaluative criteria include:

A) Did the event fulfill its goals and objectives? Why or why not?

B) Identify what worked and what needs fine-tuning. Which vendors should be used again?

C) What items were missing on the checklist?

D) Was the event well attended?

E) Was informal and formal feedback about the event positive? F) Given all that went into staging, was it worth doing? Corporate Entertainment

Corporate entertainment is a private event held by the corporate or businesses firm for their staff, clients or stakeholders. The events can be for large audiences such as conventions and conferences, or smaller events such as retreats, holiday parties or even private concerts.

Good corporate entertainment can leave guests with memorable experiences and reinforce a company's image, brand and corporate message.

The Various Corporate Entertainment Ideas include:

1. Comedy Waiters- They are an unexpected twist for everything from the executive luncheons to the full service banquets.

2. Classical Music-It provides a level of ambiance to meals. This could be solo artists a duo or trio.

3. Corporate Comedian-Lightens the mood. Creates camaraderie and makes memories by providing unique perspectives.

4. Ventriloquist-A unique form of comedy that is seldom seen live.

5. Magicians-Offers options for atmosphere entertainment by moving in the audience during cocktail hours or providing after dinner shows.
6. Jugglers-They can keep people on the edge of their seats with incredible skills using knives, fire etc.
7. Imposter and Comedy Speakers- They can motivate audiences and break tensions from a day of workshops, training or meetings.
8. Game Shows-They can help guests get entertained and pull them into the act. It helps in team building.
9. Hypnotists- They help in involving the audience and make them the stars of the show.
10. Mentalists -They can engage your audience with super natural mind reading and memory stunts.
11. Strolling, Roving or Atmosphere Entertainers-They include magicians, musicians, human statues, fortune tellers etc.
12. The Non Entertainer Forms of Corporate Event Activities-(photo booth, video games, video booths, arcade games and laser tag).

#### Need for Corporate Entertainment

Corporate entertainment is needed for the following reasons:

1. To attract new clients and keep existing ones happy. Entertaining new or existing clients is a proven method of doing business and boosting sales.
2. Is to reward employees for their hard work throughout the year.
3. Can help to not only build a lasting memory of the event, but also of the company that hosted the event.
4. It is a fantastic way of letting the existing employees know how much you appreciate their loyalty to your business, and that you wish to continue working with them.
5. Will enable to forge the good working relationship with new clients and allow discovering exactly what they require from you in an informal and relaxed way.
6. Employees will remain loyal to companies that treat them well. A good corporate entertainment can relax all the employees.
7. The main reason to host a corporate entertainment event is as a reward and "Thank You" for employees, recognising their hard work and input over the year.
8. It helps in solving the inter problems amongst the employees who are working in that particular organisation.

#### CORPORATE REPORTING.

- 1) Integrated reporting.

Integrated reporting is about connecting information about an organisation's current decisions with its future prospects; connecting information about strategy, risk, remuneration, performance, environment, society etc.

## 2) Financial reporting.

At the core of corporate reporting model is the financial reporting model, consisting of financial statements and accompanying notes that comply with generally accepted accounting principles.

## 3) Corporate governance.

The processes by which companies are directed and controlled. Levels of disclosure differ worldwide but might include information on board composition and development, accountability and audit and relations with shareholders.

## 4) Executive remuneration.

How executives are rewarded, both in the short and longer-term, for delivering their company's strategic objectives.

## 5) Corporate responsibility.

Corporate responsibility includes the communication about how companies understand and manage their impact on people, clients, suppliers, society and environment.

## 6) Narrative reporting.

Narrative reporting is short hand for the critical contextual and non-financial information that is reported alongside financial information to provide a broader, more meaningful understanding of a company's business.

## REPORTING OF CORPORATE EVENTS.

### 1) Title section.

If the report is short, the front cover can include any information that you feel is necessary including the authors and the date prepared.

### 2) Summary.

There needs to be a summary of the major points, conclusions and recommendations. It needs to be short as it is a general overview of the report.

### 3) Introduction.

The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made.

### 4) Body.

This is the main section of the report. The previous section needed to be written in plain English, but this section can include jargon from any industry.

#### 5) Conclusion.

This is where everything comes together. Keep this section free of jargon as most people will read the summary and conclusion.

#### 6) Recommendations.

This is what needs to be done. In plain English, explain your recommendations, putting them in order of priority.

#### 7) Appendices.

This includes information that the experts in the field will read. It have all the technical details that support your conclusions.

### QUESTIONS

#### Section A(2m)

- Q1. State the meaning of corporate events
- Q2. What is a corporate blue print?
- Q3. List any 4 types of corporate events.
- Q4. State any 4 corporate events entertainment ideas.

#### Section B (6m)

- Q1. Explain the steps involved in creating a blue print for corporate events.
- Q2. What are the safety and security measures to be undertaken in planning corporate events?
- Q3. Explain briefly importance of corporate entertainment
- Q4. Write a brief note on corporate event reporting.

#### Section C (14m)

- Q1. What are the arrangements to be done while planning a corporate event? Explain
- Q2. Is entertainment needed in corporate events? Discuss.
- Q3. What are the different types of corporate events? Explain.
- Q4. What are the job responsibilities of corporate event organizer?

MODEL QUESTION PAPER

## SECTION - A (Answer Any Five)

5 X 2 =10

1.
  - a) What is the meaning of event?
  - b) What are the methods of record keeping?
  - c) What is an event management plan?
  - d) What are utilities?
  - e) What is a planning schedule?
  - f) What is the meaning of checklist?
  - g) What is a corporate blue print?

## SECTION - B (Answer Any Three)

3 X 6 = 18

2. What are the steps in developing a record keeping system?
3. Explain the taxes applicable to event management.
4. "Media management is very important for an event management firm". Elaborate on the statement.
5. Write a brief note on corporate event reporting.

## SECTION- C (Answer any Three)

3x14=42

6. Is entertainment needed in corporate events? Discuss.
7. What are the types of media used in Public Relations? List two advantages and two disadvantages of each type of media.
8. Who are the key decision makers in event management? Explain.
9. What are the permissions, licenses and policies required for planning and conducting an event? Explain in detail.