EVENT MANAGMENT

CHHAYA D. KHOKRALE

UNIT 1
INTRODUCTION TO EVENT AND EVENT MANAGMENT

CHHAYA KHOKRALE
DNYSAGAR COLLEGE OF ARTS AND COMMERCE
BALEWADI, PUNE-45

MEANING OF EVENT MANAGMENT

DEFINING EVENTS PLANNING AND MANAGEMENT

- **Event planning** is the process of planning a festival, ceremony, competition, party, concert, or convention.
- Event planning can include budgeting, establishing dates and alternate dates, selecting and reserving the event site, acquiring permits, coordinating transportation and parking, developing a theme or motif for the event, arranging for speakers and alternate speakers, coordinating location support and arranging decor, event support and security, catering, emergency plans, aid stations and clean-up.
- **Event management** is the process by which an event is **planned, prepared, and produced**. As with any other form of management, it encompasses the **assessment, definition, acquisition, allocation, direction, control, and analysis of time, finances, people, products, services** and other **resources to achieve objectives.**
- Essentially, event management is the **application of project management** to the events planning process.

TYPES OF EVENTS

Types of events

- Sporting Events
- Entertainment, Arts and Cultural Festivals
- Commercial, Marketing and Promotional Events
- Meetings, Incentives, Conferences and Exhibitions (M.I.C.E)
- Fundraising
- Family Events
- Miscellaneous Events

OBJECTIVES OF EVENT MANAGMENT

Objectives

- Learn the Basic Elements of Event Management
- Learn the Importance and Benefits of the Events
- Learn How to Create an Event Management Plan
- Manage the risk of implementing Events

5Ws of event management

WHAT *are you thinking about your project to turn into an event;*

- *describe a title for your dream / idea / project / event /brand...*
- *check the relevance for target audience*
- *decide the nature of the event to be more attractive*
- *visit the other Ws (why, where, when, who) pages...* ☺
- *remember that 1H will make the difference*
  (THINK AGAIN & AGAIN TO PLAN IT, CHECK IT, FEEL IT!..)

UNIT:2

FACTS OF EVENT MANAGMENT

CHHAYA KHOKRALE
DNYSAGAR COLLEGE OF ARTS AND COMMERCE
BALEWADI,PUNE-45

ROLE OF EVENT ORGNISER

QUALTIES OF EVENT ORGNISER

Qualities of event manager

1. Interpersonal skills
2. Flexibility
3. Energetic
4. Innovative and creative
5. Focused on details
6. Time management
7. Passionate
8. Leadership skills
9. Knowledge about technology
10. Organizational skills

STEPS IN ORGNISING AN EVENT

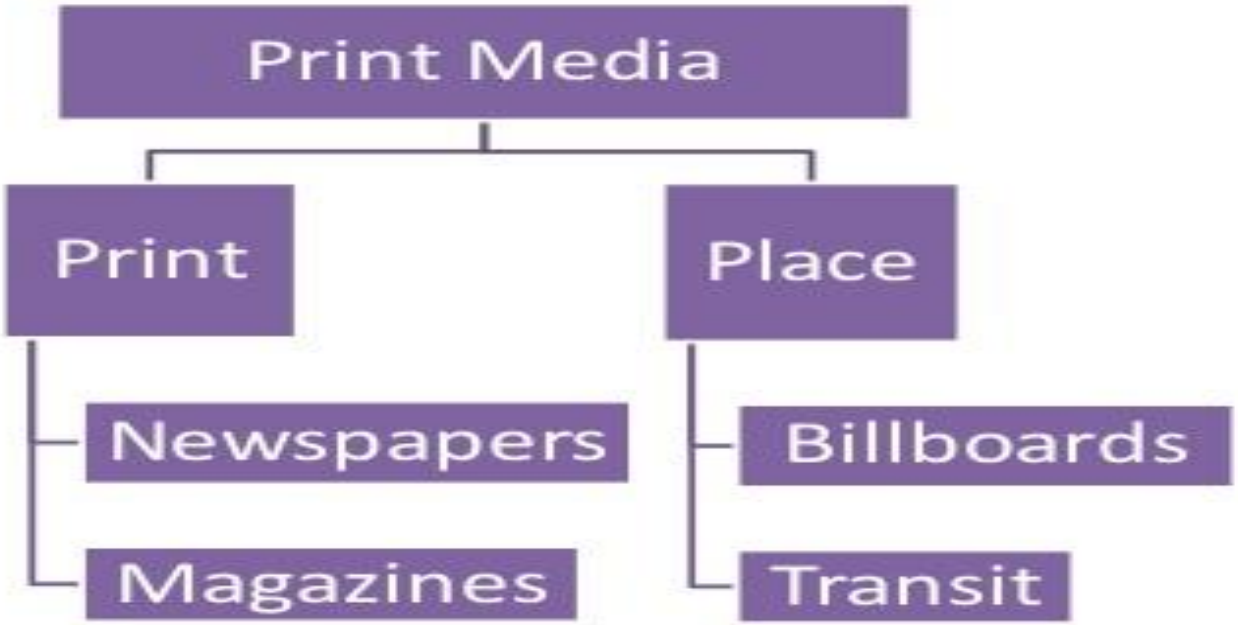
UNIT:3

EXECUTION OF EVENT

CHHAYA KHOKRALE
DNYSAGAR COLLEGE OF ARTS AND COMMERCE
BALEWADI,PUNE-45

NETWORK COMPONENT IN EVENT MANAGMENT

Classification



EVENT MANAGEMENT INFORMATION SYSTEM

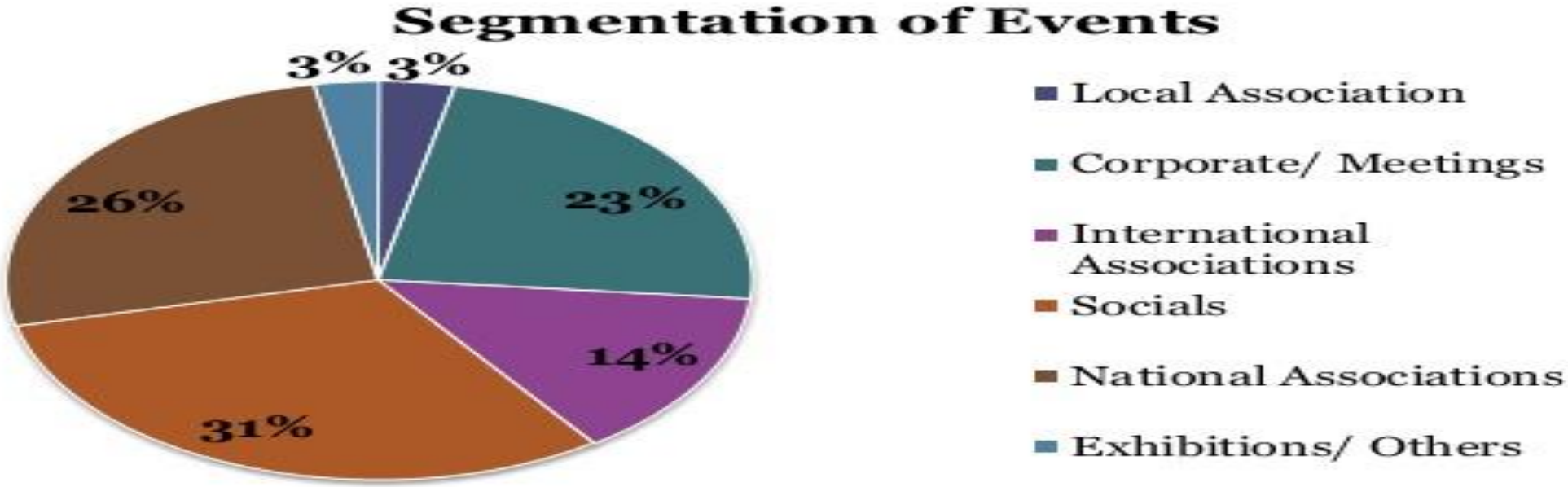
TECHNOLOGY IN EVENT MANAGMENT

UNIT: 4

MARKETING OF EVENT

CHHAYA KHOKRALE
DNYSAGAR COLLEGE OF ARTS AND COMMERCE
BALEWADI, PUNE-45

SEGMENTATION IN EVENT MANAGMENT



NICHE MARKETING IN EVENT MANAGMENT

BRANDING OF EVENT MANAGMENT

PRICING IN EVENT MANAGMENT

Pricing

- Event managers should account for two cost categories when setting the price strategy for the event:
  1. **Fixed costs** (those that do not vary with volume of visitors, i.e. venue rental, power costs)
  2. **Variable costs** (those that do vary with volume of visitors, i.e. catering costs, staffing costs)

AMBUSH MARKETING AND EVENT MANAGMENT

What is Ambush Marketing?

- Ambush marketing is an emotionally-charged phrase that refers to the practice of appearing to align a brand with an event for which that brand has not paid for the right to be a sponsor.

UNIT:5

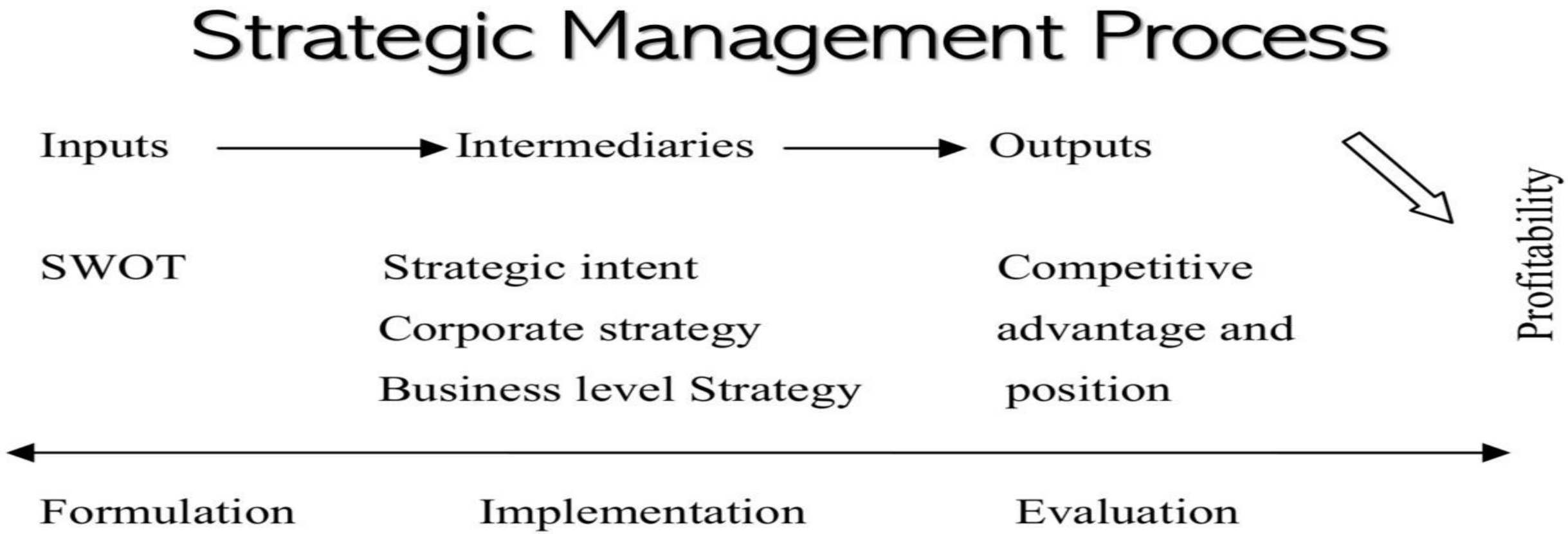
STRATEGIES OF EVENT MANAGEMENT

BY CHHAYA KHOKRALE

DNYASAGAR COLLEGE OF ARTS AND COMMERCE

BALEWADI,PUNE-45

STRATEGIC APPROACH
MEANING



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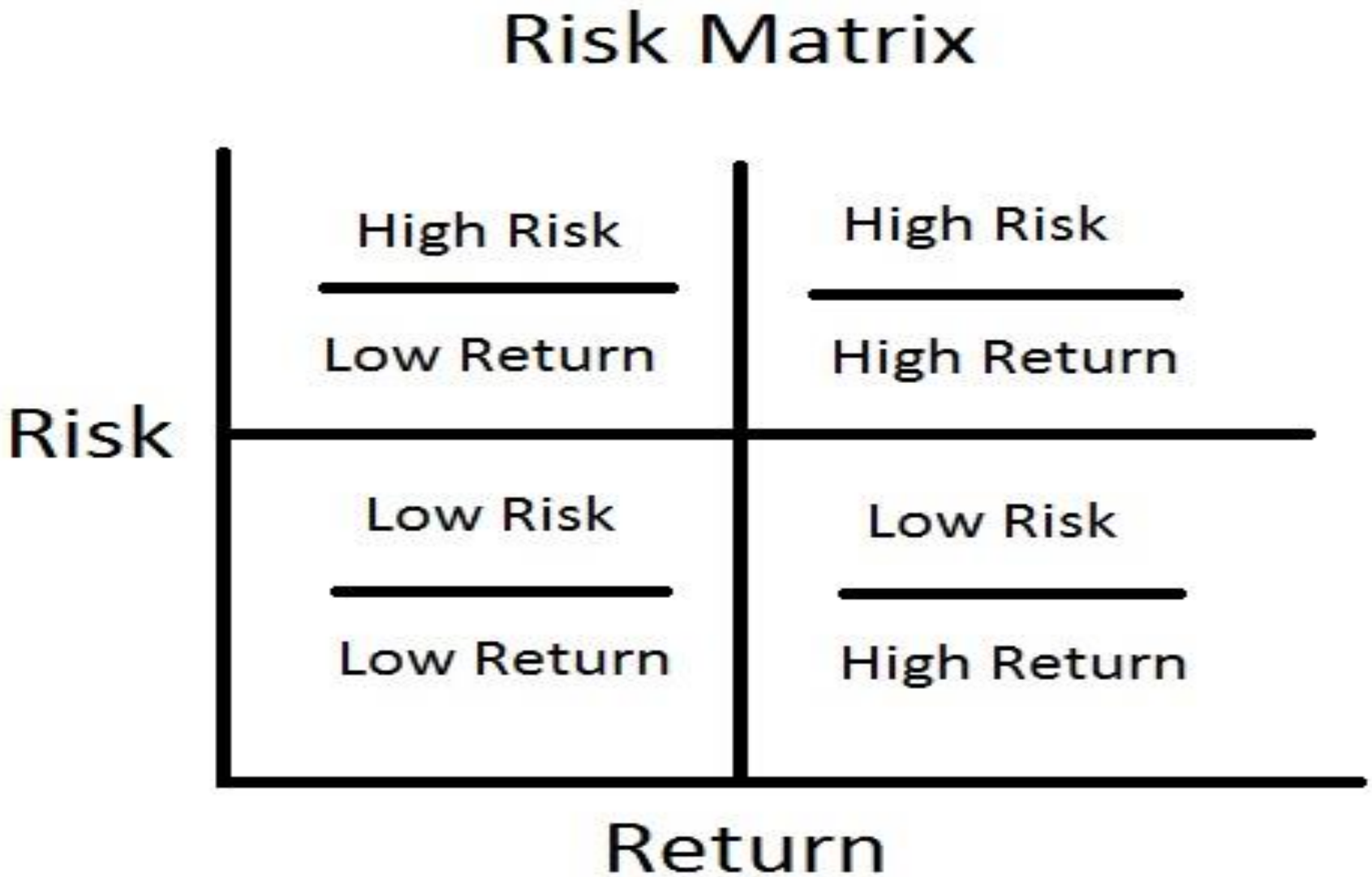
PREP MATRIX

ASPIRE CONDUCT MATRIX

	Classroom	Hallway	Cafeteria	Auditorium	Recess	Dismissal	Fire Drill
Positive	• Always use kind words • Seek to encourage others • Take a stand	• Always use kind words • Seek to encourage others • Take a stand	• Always use kind words • Seek to encourage others • Take a stand	• Always use kind words • Seek to encourage others • Take a stand	• Always use kind words • Seek to encourage others • Take a stand	• Always use kind words • Seek to encourage others • Take a stand	• Be quiet • Heed all fire drill rules • Take a stand
Responsible	• Be on time • Always have extra supplies • Own your mistakes • Apologize	• Be in correct line order • Be quiet • Pick up litter • Respect other's space	• Sit at correct table • Clean table • Recycle • Follow directions	• Sit in class row • Heed raised hand signal • Pick up litter	• Keep hands and feet to self • Be alert • Be safe • Line up quickly	• Stay with class • Make sure classroom is neat • Move quietly • Quickly leave premises	• Stay with class • Follow the leader • Move quickly and quietly • Be safe
Engaged	• SLANT • Ask questions • Complete all tasks	• Be quiet • Follow the leader • Listen to directions	• Obey cafeteria rules • Follow directions • Heed raised hand signal	• Listen quietly • Back on back and seat on seat • Participate when appropriate	• Listen to understand • Cooperate • Have fun	• Be quiet • Follow the leader • Listen to directions	• Follow the leader • Listen for instructions • Be alert
Polite	• Keep hands and feet to self • Keep a clean environment • Cooperate	• keep hands and feet to self • Hold the door for those behind you	• keep hands and feet to self • use table manners • "Please" and "thank you"	• Keep hands and feet to self • Applaud when appropriate	• Keep hands and feet to self • Invite others to play	• keep hands and feet to self • Hold the door for those behind you	• Move quickly and quietly • Remain quiet • Respect other's space

CRITICAL SUCCESS FACTOR ANAYSIS(CSFs)

RISK VERSUS RETURN MATRIX