

Strategies Followed by Event Management Organization

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Abstract

Humans are the responsible for the development and improvement of the events and which growing with the development of humankind. These events are considered as a part of human culture, social environment of the society and environment of the business of mankind. The services for the events are provided by providers these are crucial, thus the programs can be explained. The event management systems that provide different kinds of facilities, that should be completely satisfied by the customers. The participants gratification were important for an event, which includes venue of the event, design, flow of the management system, volunteers to guide the different departments of the event and assessing the quality of different task, interaction of customers. Different kinds of customers should visit an organization, they will introduce a fresh events, so that they have to create a fresh event or to transform the actual event. To contribute feasible instruments two kinds of quantitative researches have been placed, for the communication of organization with stakeholders the primary quantitative research was placed. The secondary research was placed for participants in any kind of the program.

Keyword: *Event management, primary quantitative research, human culture, social environment*

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Introduction

We are living in a celebrating world, we all celebrate each and every moments in a humans life and also celebrating some social events also. Social events including International Games winning celebration and also celebrating birthday, wedding function, graduation party in our families. Festivals are an important thing of individuals life and it will also gives pleasure. So new way of life, busy in job time, small families and contest women in the workplace, have showed that there is a reduction for hard work of individuals and time for planning, organizing and perform various programs. The event management team consist of different department heads they should be experienced and the customers need experts to conduct an event. To conduct different kinds of events the institution or organizations choose the experienced event management teams to conduct, this is called 'outsourcing'. The event management team should be take all responsibilities of the particular event. They should be careful from the beginning of the event to the end of the vent such as from the executing stage to final processes of the program. With the help of experienced experts from the event management team they should make the event more easier and joyful and tension free for the customer.

Event management team they should be coordinate and design the whole parts of an event. If an event were conducted by an experienced event management team they should made the event with the help of constructing a management framework for organizing and identifying the five different steps of an event (Yeoman et al., 2004). That includes:

- i. Decision - initiates the process and determines whether the event will be done or not eventually;
- ii. The result is the decision to make the event, to postpone or cancel it;
- iii. Detailed planning;
- iv. The implementation which is realized through monitoring progress, establishing procedures for the unexpected and expected, during and post event;
- v. Evaluation is more than necessary in order to learn from experience how the event could be done better (Allen, 2002).

Significance

Philip Kotler (2004) who invented the definition for an “event” in 2004. He defined as ‘occurrences designed to communicate particular messages to target audiences’. Events are the integral part of our society, event that provide a platform to share and spend time with friends, colleagues and relatives. If a family event were conducted, that should be provide chanced to renew the old friendships and relationships and also helps to introduce new comers and unknown peoples in family. Along with family events, the organizations also conduct some events events are also conducted in the business sectors and also government sectors. The department government promote events in an year to increase their image in the society. The department of corporative sectors also conduct a wide range of events to enhance their company image and also introducing their available product detains to increase the clients. If an event were conducted for an organization or corporative sector, it will helps to enhance the publicity of the product or the image of the company and also increases the promotion of the product sale and multilevel marketing etc. event management conduct or promote different verities of events in the society as per their needs, the types of events should be conducted all round the year. (Bakewell et al., 1998).

Event Management Process

In 2008 Rutherford given an explanation for event marketing management. He proposed that, the cross complex of flow of management process with marketing functions and management is defined as event marketing management. As shown, the functional units - grouped by subject area, form the fabric to manufacture an event. According to the figure 1, which explains that the types of process are collaborated with the each events in an management function, analyzing the threat of the ending of an event, which will continue to results in research for verity of other events.

The process of event management is a cyclic process. Which were begins with research that leads to planning of an event by the experts in the event management team, the organization of the event, implementation of the event by experts, unfolding control operations, and the evaluation of the event should carry out at the end. Then these process which begins from the beginning and the cycle will repeats. The different tasks are involved in an event, which coordinated by different sectorsfrom the management, operation, selling and risk management, each of the departments coordinate the each and every tasks. If an event were conducted by an event management, they will faces many problems during the event that will overcome by making appropriate decisions or solutions.

Hence specifically collaborating the different creative disciplines in a fresh area of experience convert any of the event into a new unique experience. The each and every events are independent works depends on the combines creative disciplines and not similar to marketing and management. By the combination of verity of sensory impressions, the factors were identified and circumstance of the program experience can be overcome hardly and receptors are taken in other worlds. The attracting skill in association with feelings will help to get better marketing. Daab in 2007 said that they will build customer loyalty and promote the sense of the group or “we”, team members. The importance of significance of advertising were explained by Filip in 2011, he explained that the commercial customer involvement increases and the number of events should be increases. In event management process, fort the analysis of the independent discipline of Event Marketing suddenly stated a concern. If an event were conducting which associate verity of disciplines as an interdisciplinary sector, by the combination of marketing and management, that results in the excellent organization and implementation of an event.

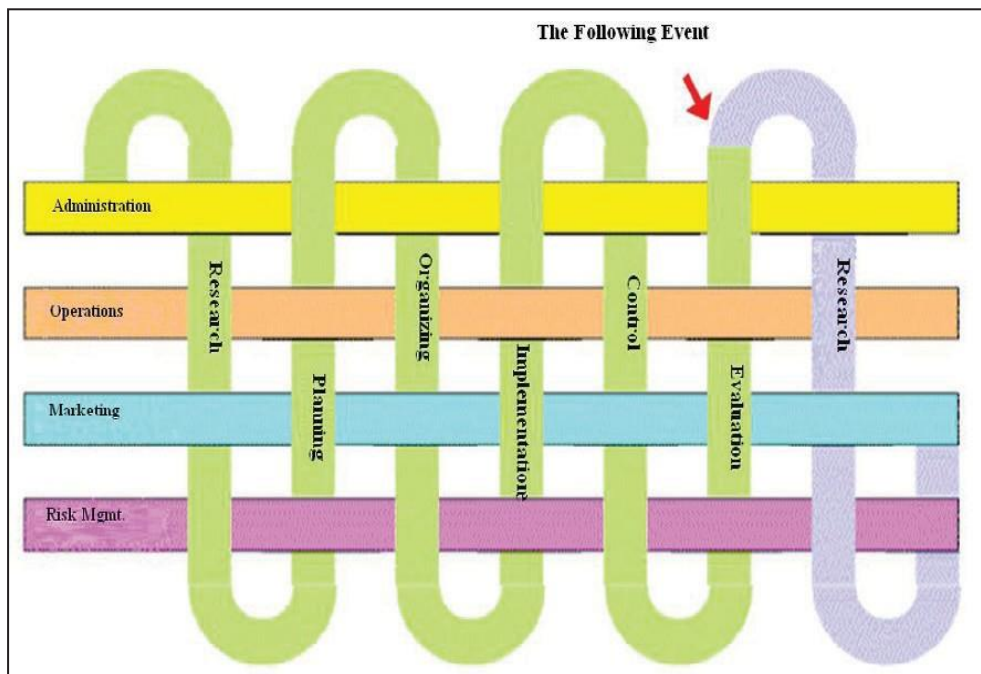


Figure 1. Event Management Process (Rutherford, J. S., 2008)

Basic Concepts

The basic concepts of events can be divided and that can be explained as a public assembly for the motive of celebrations, reunion, education or marketing. The basic concepts can be categorized based on the size, type and context of the events which were listed here. (Bodgen, 1992).

1. According to the context the events are categorized on the basis of following heads.
 - i. Family events: the event were conducted in a family , the participants of this occasion should be family members , relatives in family , and friends of the family members etc, all of them are gathered to celebrate some events like marriage functions, birthday party, wedding day celebrations , some family functions based on religion etc.
 - ii. Community events: the event takes place in a particular community, they celebrate occasions like Holi, Diwali, Onam, karthika, first holy communion etc. Unit V - Resource Management 345.
 - iii. Professional/Business events: these type of event were conducted by professionals from a particular sector, they all associate in a particular location to celebrate an event. For example the engineers celebrating the world engineers day, a round table meeting conducted by officials to discuss about the tropical issue, and award giving functions conducted by residential associations.
 - iv. Public programs: Those are events where public meetings are conducted e.g., for choosing members in a political party during before election conference, rally for international games being taken to various areas of the nation, marches oppose to dishonesty, crimes towards women, for social justice.
 - v. Campaigns: campaigns are maily conducted to give awarness to people's about a particular topic. Different types of capaings are there, which includes campaign during elections, awarness class on the topics like HIV / AIDS, drug usage, vaccination, energy conversion etc.
 - vi. Fairs and Exhibitions: this type of event conducted to increase the exposure of intersted candidates. This event that brings the people they have similar taste in a particular topic like, India International Trade Fair, Book Fairs, Handloom exhibition, Dastkar/Food Bazar (Bowdin et al., 2006).

2. The events can be classified into two categories, according to the extent of formality involved:
 - i. Personal and informal events: eg- birthday function, marriage, kitty party etc.
 - ii. Formal and official events: eg- Product launch of a company, Road Shows conducted by automobile industries, round table meetings, Seminars, National or International Programmes, etc.

Based on the nature of event, classified as following:

- i. Social/life-cycle events: eg- birthday party, graduation day, bachelor's party, engagement, wedding anniversary, retirement day.
- ii. Education and career events: eg- education fair, job fair, workshop/ seminar, debate, contest, competition.
- iii. Sports events: eg - Olympics, World Cup, Marathon, Wimbledon, etc.
- iv. Entertainment events like music concerts, fairs, festivals, fashion/ jewellery shows, award functions, celebrity nights, beauty pageant, stage shows etc.
- v. Political events like political procession, demonstration, rally, political functions etc.
- vi. Corporate events like MICE (Meetings, Incentives, Conferences, Exhibitions), product launches, road shows, buyer-seller meet etc.
- vii. Religious events like religious festivals/fairs, religious procession, Katha, Pravachan, Diwali fair, Dussehra fair etc.
- viii. Fund raising/Cause related programs: programs conducted for developing money like auction or cause-related programs.

Money is an important part to celebrate an event. Fund raising should be takes place before conducting an event. For example family events, the fund to celebrate a family event should be spend by the family members they conducting the event. If an event conducted in an institution like college day celebration, the fund should be raised by that particular institution. Fund raising is depends on the nature of the events, money developing done by in- house conducting team or in the case of event management company task is outsourced. Institutional events or corporate events were a live multimedia package with pre- conceived concepts, modified to reach the aim of customer (Braun et al., 2006). It will helps to affect the audience by providing a complete sensual experience for a two-way interaction. Event management were a package conducted to improve a mutual interaction between the target audience and the clients to sustain the appropriate impact. The mutual beneficial interaction should be strengthened by this process. So the family events are common in our families, which is a experiential celebrations, also the corporate events are experiential marketing, which focuses on invited guests in the programme.

Event Management

Formation of an event is defined by event management system. Conducting an event by a group of people having individual skills and responsibilities. There is a discussion between

people about their work. So it will help all the people for involving multiple procedures like planning, organising, staffing, leading, executing and evaluating. For example, during Student's Festival in a college, stage location (college premises or auditorium), stage decoration (based on a theme), infrastructural facilities (like sound system, tent, furniture etc.), cooperation between artist/performers (cultural program for the show), advertisement (all invitees and sponsors), public relations (through social media) and ticket sales (to the target audience) etc. were executed by event management. At the time of program, the responsible event managers make sure the concept of critical client and public arrangement. The role of an event manager is for reproducing the strength in the program (Brown et al., 1994).

Event Marketing

The common method of this wide area is outlined by Event Marketing, which conveyed to consumers, business collaborators, workers and stakeholders. According to the two studies, in one hand establishing the most types of used events, that targeted to stakeholders and the extent to which it outsources or moves to other companies for their effective implementation of these events, and on the other hand, the workers views about the effectiveness, and also proposals, to really become perfect Marketing Events, in terms of performers (Olteanu, 2005). Depending on the listeners that they are addressing, the interpretations about how events can be used and how should these take place, and in order to fully benefit from the merits of using event marketing in the organization, there should be considered the following aspects depending on the stakeholders to whom they address the event to. Target customers and other business partners must be engaged, so the event should be interactive as much as possible depends on the types of event (Davidson & Rogers, 2007). The ending of event can be more attractive by providing gifts for participation, so people can proudly speak up about their performance, to the product consumers discounts and incentives can be granted, provide samples, awards and achievements at the time of event. The event is more flexible to the demands and limitations of the listeners, because the event may take place on evenings or end of the week (Kilkenny, 2006). Promote the event as much as possible, communication channels or direct marketing can be used for that. Events can be highlighted by adding attractive benefits for the participants. Sponsorship of the events must be real and convincing, provided by participants otherwise it may affect the reputation (Moore, 2008). Protection of environment is an important thing. For executing certain programs, the consumers and associates must be aware about the (Moise, 2009) available area having sufficient parking

area, complete demonstration to all contestants; new and inspiring proposals, directing wider, composite and fresh content; starting and ending of the program should be occurred at correct time. Demonstration parts need correct timing. The food menu must be applicable to all the contestants especially vegetarians. Better audio sound system is important in an event, and it can also include, entertaining music, expert addressers. Translators help can be used, because most of the people is unaware of international language. The events might be in a most compressed format and transfer the important point, last minute instruction reviewing the specific area. At least some of the successful guests must be invited from international or national parts, and for upcoming partnership or for some issue clarification, note down the contact details of the speakers; Prepare attractive distinctive programs, to get the notice of the contestants, but it will aim a simple proposal and provide a message. There is a session organized, for sharing the experience of individuals between the participants. In an event, the management and workers have a great connection for their better communication (Middelton et al., 2009). Incentives, boosting gifts, raffle prizes are offered for encouraging the workers, and they doesn't require fee for the programs. The program directed to the workers to be done at the working time or the time planned for work is reduced before and after the event or that day may be holiday. The details about the location and time of the event will be announce early as possible. The individual request for coming can be done through internet. The following are some instructions to workers according to the program organization: (Stănciulescu, 2010).

- Selection of suitable area, which will balance the economy based on the kind of program, choice of workers and by verifying some questions.
- Based on the contestants the variously represent the details and form powerful connection with people who are participating.
- The formation of a low official environment, makes workers free of restrictions from their managers.
- Various, novel and attractive proposals for the program
- Allow more number of people for the planning of the better event.
- The arrangement of food menu depending on the vegetarians and non-vegetarians.
- Identify the balancing point between the quantity and quality of details and for the time allowed for its transportation.
- The guarantee of physical supports for all the workers participating the program.
- The program should be happened at the scheduled time.

- The task conducted in programs like group construction, and coaching directed to the workers, should be applicable, attractive and less theoretical.
- Formation of better condition for growth of networking and socialization within workers.
- Examine both the coaching and group construction were organized.
- The details about the programs must be discussed with the workers before execution, so many points can be collected and appreciate them, provide free time for individual for making their own time enjoyable (Bryman, and Bell, 2003).

Activities in Event

Event planning and management of the event should depend on the type of the event being conducted. The event management work begins when the marketing has managed to transform an enquiry into a firm order. The arrangement of an event management consists of three important stages, the sequential flow of these stages which results in the successful event (Chapleo, 2005):

- Pre-event activities (done before the event)
- During-event activities (takes place while the event)
- Post-event activities (executed after the event).

1. Pre-event Activities

In the first stage, during the pre-event activities the team members in the event management coordinating the different aspects involved in the event. Team members and their coordinated work are integral part of an event. Here is an example, conducting the golden jubilee of an institution, a coordinator should be available to coordinate the whole program, the selection of coordinator to conduct an event is an important process, she or he will give the advice and instructions to the team members. Conceptualiser make a creative plan for the event including creative theme like, dinner and performance by any artist as the grand final of the event. Other important part were communication expert, to communicate this to the audiences, that will help the audience to attend the program. Legal issues during the event is managed by legal experts - getting appropriate permission from authorities. The works should be divided and given to all in-charge members, done by project manager. Account handling person should provide the budget and manage the entire expenses of the event (Cotterill and Letherby, 1994).

The written idea of the event were converted to more easily understandable one by graphic designers. Facility management expert they consult and find the availability of the venue for the function and also execute the work correctly without any interruption.

The marketing of the event done by the Marketing experts. In the case of family events programs divides and giving to the family members also friends and relatives. They all take the all responsibilities of the event. Duties are distributed to members of the family, one of the member should take all responsibilities of the invitation section. The other duties are also distributed to members. Along with these members, advocate, chartered accountant, helpers also involved to manage the event. Preliminary planning is necessary to conclude the concept of the event (Dibb et al., 2006; Duncan, 1998).

2. During-event Activities

It constitute the construction of program design at the time of pre-event activities.

- Accessibility of program managers in every time for transferring details and spot decision to the clients.
- In an event there must be continuous cooperation and inspection of the workers conducting particular tasks according to the design (for particular effects, display objects, and food menu and drinks). Surveillance is an important point for executing a better program.
- Positioning of photography and videography at specific spaces.
- Hard work of group members should be share at the end of the program.

3. Post-event Activities are

- Physical task of dismantling of the sets.
- Settlement of account after event (bills to be paid on receipt).
- Examination of the event after completing it i.e., event evaluation.
- Address the thanking letters to invitees.
- Feedback must be asked for analysing satisfaction of client and for future execution.

Conclusions

The research paper concludes that the event marketing management is the integral part in the success of an event. Marketing managers have major role in the success of an event, it is essential to give energy and time for realization of the marketing management and future

planning, and to implementing the program. Marketing procedure of the designed plan that it defines and create the following the arrangements and responds to changes in technology, environmental conditions and it reach the requirement of consumers, and also the stakeholders.

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