

MANAGING EVENT IS A PROJECT MANAGEMENT

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Abstract:

Event management is the application of project management to the creation and development of festivals, events and conferences. Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry

INTRODUCTION

The recent growth of festivals and events as an industry around the world means that the management can no longer be ad hoc. Events and festivals, such as the Asian Games, have a large impact on their communities and, in some cases, the whole country.

The industry now includes events of all sizes from the Olympics down to a breakfast meeting for ten business people. Many industries, charitable organizations, and interest groups will hold events of some size in order to market themselves, build business relationships, raise money or celebrate.

“Event Management” the strategic Marketing tool

Event management is considered one of the strategic marketing and communication tools by companies of all sizes. From product launches to press conferences, companies create promotional events to help them communicate with clients and potential clients. They might target their audience by using the news media, hoping to generate media coverage which will reach thousands or millions of people. They can also invite their audience to their events and reach them at the actual event.

Variety of event related Services

Event managers can supervise diverse corporate events, such as product launches, press conferences, corporate anniversary parties, meetings, conferences, and marketing programs such as road shows and grand opening events. In addition, they can coordinate special corporate hospitality events such as concerts, award ceremonies, film premieres, parties to launch new products or services, fashion shows, commercial events, and even private (personal) events such as weddings and religious services. Event management firms can handle a variety of specific event-related services, which can range from a few select services for clients with limited budgets, to handling all creative, technical and logistical aspects of an event.

Categories of events

Events can be classified into four broad categories based on their purpose and objective:

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1. Leisure events e.g. leisure sport, music, recreation.
2. Cultural events e.g. ceremonial, religious, art, heritage, and folklore.
3. Personal events e.g. weddings, birthdays, anniversaries.
4. Organizational events e.g. commercial, political, charitable, sales, product launch, expo.

ROLE OF EVENT MANAGER

The event manager is the person who plans and executes the event. Event managers and their teams are often behind-the-scenes running the event. Event managers may also be involved in more than just the planning and execution of the event, but also brand building, marketing and communication strategy. The event manager is an expert at the creative, technical and logistical elements that help an event succeed. This includes event design, audio-visual production, scriptwriting, logistics, budgeting, negotiation and, of course, client service. It is a multi-dimensional profession.

An event architect is an event manager that becomes involved at the early initiation stages of the event. Specially for larger public events, at the initiation stage, the event architect needs to make crucial choices and decisions related to the creative concept and design of the event. In depth technical design knowledge and full understanding of how to communicate a company's message across a public are needed in order to make the event effective.

If the event manager has budget responsibilities at this early stage they may be termed an event or production executive. The early event development stages include:

- Site surveying
- Client Service
- Brief clarification
- Budget drafting
- Cash flow management
- Supply chain identification
- Procurement
- Scheduling
- Site design
- Technical design
- Health & Safety
- First Aid Services
- Environmental and ecological management
- Risk management

An event manager who becomes involved closer to the event will often have a more limited brief. The key disciplines closer to the event are:

- Health & Safety including crowd management
- Logistics and vehicle selection
- Rigging
- Sound
- Light
- Video
- Detailed scheduling and agenda planning
- Security

SUSTAINABILITY OF EVENT MANAGEMENT

Sustainable event management (also known as event greening) is the process used to produce an event with particular concern for environmental, economic and social issues. Sustainability in event management incorporates socially and environmentally responsible decision making into the planning, organization and implementation of, and participation in, an event. It involves including sustainable development principles and practices in all levels of event organization, and aims to ensure that an event is hosted responsibly. It represents the total package of interventions at an event, and needs to be done in an integrated manner. Event greening should start at the inception of the project, and should involve all the key role players, such as clients, organizers, venues, sub-contractors and suppliers.

MANAGING EVENT IS A PROJECT MANAGEMENT

EVENT MANAGEMENT EDUCATION

There are an increasing number of universities which offer courses in event management, including diplomas and graduate degrees. In addition to these academic courses, there are many associations and societies that provide courses on the various aspects of the industry. Study includes organizational skills, technical knowledge, P.R., marketing, advertising, catering, logistics, decor, glamour identity, human relations, study of law and licenses, risk management, budgeting, study of allied industries like television, other media and several other areas. Certification can be acquired from various sources to obtain designations such as Certified Trade Show Marketer , Certified Manager of Exhibits and Certified in Exhibition Management , Global Certification in Meeting Management , Certified Meeting Professional and the Certified Special Event Professional .

Career opportunities in the Event Management

- 1.Event Management
- 2.Event Management Consultancy
- 3.Hotel, travel and hospitality Industries
- 4.Advertising Agencies
- 5.Public Relations Firms
- 6.Corporations
- 7.News Media
- 8.Non-profit organization
- 9.Integrated Marketing & Communications
- 10.Event Budgeting and Accounting

MANAGING THE EVENT AS A PROJECT :-

Project management and event management have considerable similarities. Therefore, the application of project management techniques to event-management will ensure a good deal of success. So like the project-management first develop and verify the event objectives by using the SMART formula.

Specific
Measurable
Achievable
Realistic
Timely

Now having tested the event objectives, use the following techniques for event management, which are adopted from project management.

(i)Work Breakdown Structures :

It looks like an organisational chart. It is just, the job broken down into its component parts. Details are not needed at this stage. The breakdown is simply the first stage in looking at what has been done identified in its respective component parts by the work that one person or related team of people can do.

(ii)Project Planning Techniques :

Various such techniques are available including identification of critical tasks and external dependencies. Once the work break down structure is drawn up, it is possible to identify those activities which are critical to the success of the event. Critical tasks are those functions which must be completed first, in the sequence of activities for the activity to proceed. This helps to concentrate attention on jobs within the event that are central to the task and that provides the framework for setting deadlines for checking progress on event preparations. The critical tasks must be completed on time so that the activities following it can be carried out smoothly. These follow up tasks are called dependencies. External dependencies are those issues which are outside the event co-ordinator's direct control. More external dependencies mean more risk.

MANAGING EVENT IS A PROJECT MANAGEMENT

(iii) Gantt Charting :

Gantt charts show the various tasks which are to be done in a time sequence order, so that, it is easy to see what the various tasks are, how long they should take, when they should be completed and what happens if a task especially a critical task is delayed.

(iv) Risk Management :

The essence of risk management is risk-assessment. Risk -assessment is a way of identifying potential risks and taking steps to mitigate or reduce them. The various risks associated with events are as follows:

- Risks due to confused organisation
- Risks due to poor health and safety practices for staff
- Risks due to presence of chemicals and such items.
- Risks of media finding a negative story about the event.
- Risk related to health and safety of public.
- Risk in catering provision and hygiene and sanitation.
- Risk in crowd management.
- Risk in transporting of items to the venue.

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