



EXECUTION MODELS OF DIFFERENT EVENT MANAGERMENTS

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Abstract

India has become a convention capital and one of the leading MICE (Meetings, Incentives, Conventions and Events) destinations of the world. India is one of the top growth markets in Asia and ASEAN travel and tourism industry. It enjoys an enormous growth in both the Inbound and Outbound travel, leaves a double-digit rate of growth in MICE markets, where facilities and the state of the art infrastructure are upgrading. All this showcases India as the fast transforming key destinations which require lot of principles and practices for executing event business operations.

Event management is a multi-dollar segment of business, growing rapidly with mega shows and events hosted regularly. Surprisingly there is no formal research conducted to assess the growth of the event industry. An Event Management Agency is like a travel agency in tourism industry with a lot of skilled work force comprising of sound and light engineers, technocrats and so on are involved in the creation of events. Event Management industry has registered a spectacular growth in recent times after globalization. Since the present generation is showing more importance to the phenomenon of the event, a separate branch of since is being generated the study and conduction of events. Traditional assessment of events emphasizes of social, cultural, environmental and economic outcomes with the application of the management principles to a practical situation and the creation of a suitable model to operate, underpinned by theoretical principle for the event management process. To meet the burgeoning market and to satisfy by meeting the international standard of business strategies vis a vis event market opportunity as become the need of the hour in India. The present study creates a simple reference model to the Indian context, especially the planning and execution of the event business operations. The efficiency of any event business operation is enhanced by the application of the basic principles of management. Also, an event manager can improve is performance in all areas through the systematic study of these principles at all levels of event business to make the event advantageous.

Key Words: MICE, Stake Holders, Operational Strategies.

Event to Event Management: A Paradigm Shift

The scientific use of the term “Event” has developed in various areas of life and research. In research, this especially leads to communication and comprehension problem. In a first approach, one can understand events as temporary occurrences, either planned or unplanned (Getz 1997, 69). In order to emphasize the difference between planned and unplanned occurrence the term Special is added to an Event. A special event is understood to be a one-time or infrequently occurring event outside a normal programme. Often events are classified, to deal things in a better way. Thus, for an example, a one-dimension classification in **Hallmark events** (traditional events which take place in certain location, such as Mega events like the Olympics Games) is worthwhile and possible (Clarke 2004, 84). Also, differentiated, multi-dimensional classification of events can be carried out using the categories target group, concept and staging of the event (Nufer 2002. 11-14). The first category focuses on the differentiation of event according to the target groups as often found in the literature. Under this category, one can differentiate public events with corporate events (internal and external) whereby exhibition events (mixed forms) comprising for example, trade fairs and exhibitions can be classified. Secondly, the events can also be segregated according to the dimension work-oriented and leisure-oriented activities or the way an event is staged, or how the infotainment events (infotainment = information + entertainment) are classified. (Thomas et al., 2008. 38-45). The third category refers to the concept upon which the event is based. Here the question is asked as to whether the event marketing carried out is brand or occasion oriented or whether both aspects are applied. The activities connected with the planning and controlling of events is generally summarized under the terms “event marketing” or event management. In fact, on the whole event management emphasizes on the questions of the planning, the quality, the personnel and the risk management of the event (Hedeetal., 2002. 45-48).

Strategic Planning occupies a prime place in the Event Management. It requires details measurement, goals, success measurement, analysis and knowledge. At the same time, one should understand that there is a distinction between markets, industries and competitors while doing the same strategic grouping. The general belief is that, a market refers to the needs of the customers and potential customers whereas the industry refers to a group of products linked by common technology and

supply or distribution channels. A strategic group refers to those organizations that are identified as being the major competitors. So the event industry could be split into three sectors, as public, private, and voluntary which requires different levels of management and decision making like strategic, business and operational, which requires conceptual framework, and construction of suitable modes to the Indian context, with special emphasis to planning and execution of events in a simple way.



The Triangle of Event Management

Framing The Work For An Event In The Industry

The frame work for the event management is made into five domains viz., Event Strategy, deals with solving the basic problems regarding the event in co-ordination of all the activities and the participants and the stake holders for the event is worked out.

Event Execution comprises of the actual execution of the event in the venue, Event Controlling provides the event management team with all the controlling methods and measures at any possible time and the last stage is the **Project Management** which forms basis of knowledge for the planning the entire management process. Amongst all these, the event planning and event execution emphasizes their close proximity in time to each other and so they form the essence of this study.

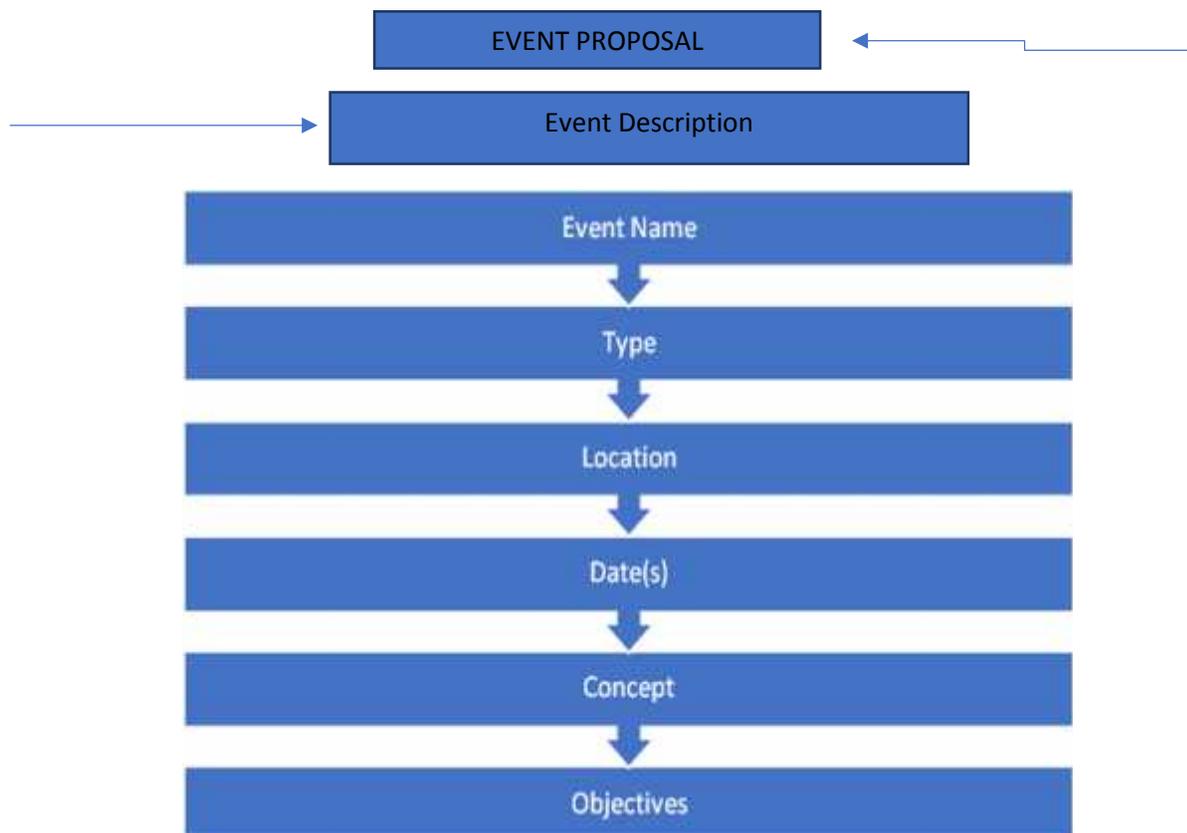
Frame Work For Event Management

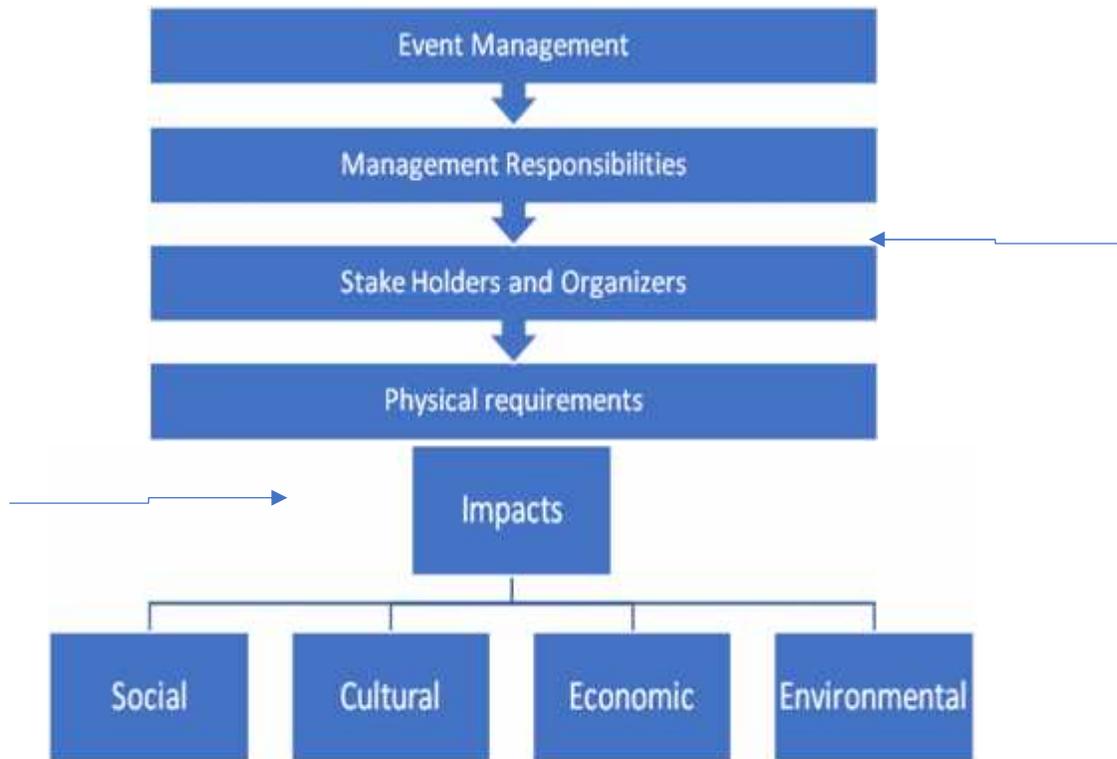


Event Planning

According to Albert Einstein Imagination is more important than knowledge. Event planning too includes the same. It consists of planning the purpose, the aims and the objectives of the event that is going to be conducted by the organization, physical layout, social, cultural, environmental and economic impact that an event will create after its execution. It is the process, which includes budgeting, establishing dates and alternative dates, selecting and reserving the event site, acquiring permits and coordinating transportation and parking etc. A well thought concept is very important for the success of any event which can be achieved through planning, innovative and creative thinking from the usual practices and the identification of the earlier major pitfalls and problems. This process gives birth to new concepts and eventually paves the way and means for designing a new model for the event planning. One such model is being created below starting from event planning. One such model is being created below starting from event proposal to event description. The event description involves event name, type of event, location, venue, date, concept, theme of the event with clear objectives set. This in turn provides way and leads to Event Management(Jagoetal., 1998. 67-69). At this stage comes the management responsibilities, organizers and stakeholder views and other physical requirements that are required to carry out the actual task. The duty of the event manager here is to look after the impacts in terms of social, cultural, economic and environment lie the PEST analysis in management. The feasibility study at the planning level is quite significant to make the event a grand success because Event Planning options are tremendous in today's world. The range of choices in Event Management includes areas like arts, business, entertainment, fashion, festivals, retail, social gathering, society events, sports, wedding etc. Event Planning as an entity deals with four pertinent components i.e., Business Development, Creative Design, Event Management and On-Site Production. (Allen 2004.12). These distinct areas can overlap each other or move from one stage to other, as shown in the model. Once the contract is over, the event is sent to the Operations Department which will prepare the path to execute things simply. It requires conducting in-depth impact analysis on the social, cultural, economic and environmental perspectives of an event. It is also required here to analyze about the clients, business development prospective, creative designs, suppliers, on-site production efforts and to determine the other situations that arise after the event to meet out the objectives as planned.

Event Planning Model

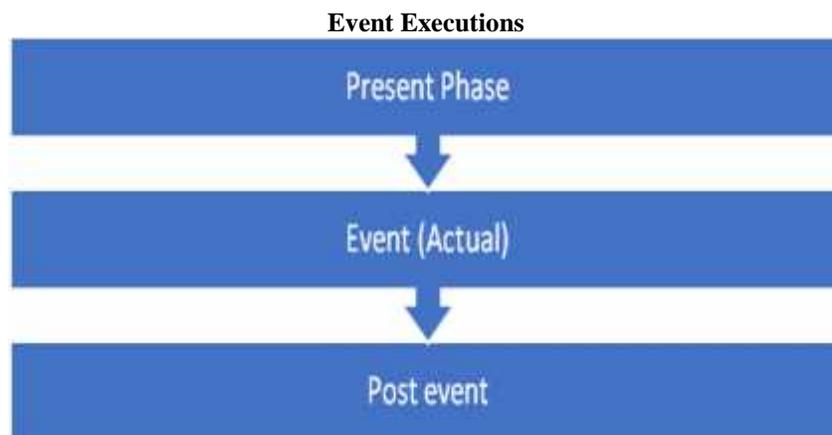




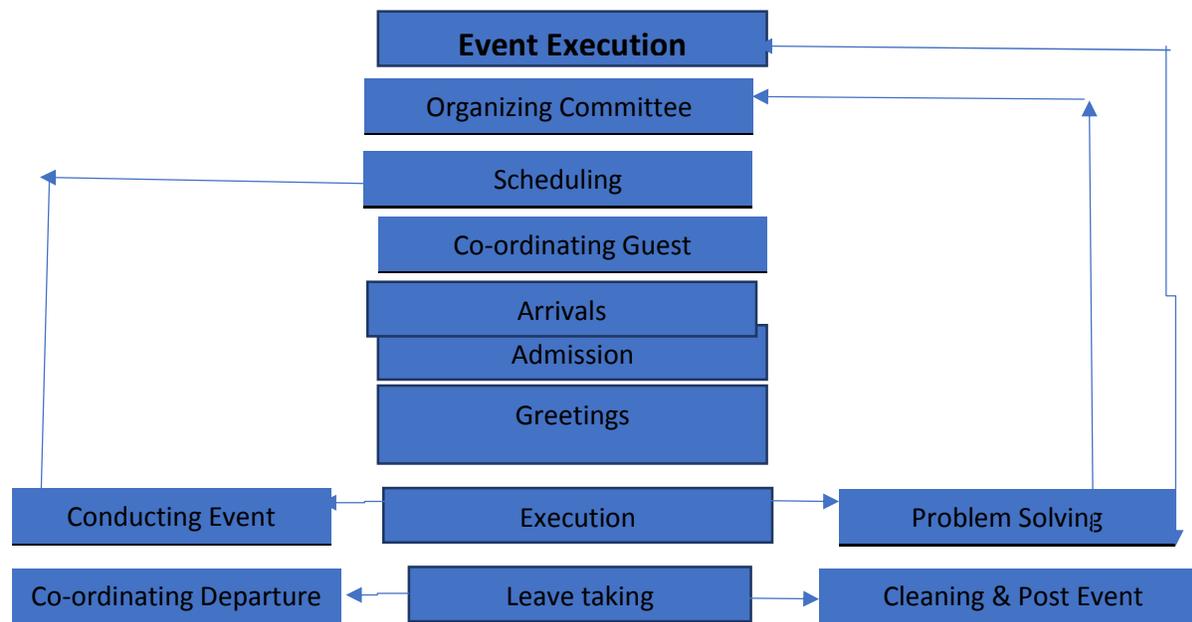
A well thought out concept is necessary for a successful event and the starting point for subsequent planning. To convince the customers of the conceived concept is clarify all the issues related to it. The five-planning phase can he initiated only when the customer is agreed to the concept obviously the impacts is also evaluated in terms of social, culture and environment parameters. The detailed planning process is carried out near the actual event proposal. Basically, time planning techniques namely Gantt-charts can also be used (Allen 2003. 77). This will generate the timely processing of each activity, crossing with the check list, for the respective task. After this stage the event execution phase will start.

Event Execution

Putting into practice of the event is understood as event execution. It is divided into three phases as given below.



The Framework Model For An Event Execution



In the present phase all ground work and preparatory measures are carried out. The main event phase comprised of the process and concrete execution. The post event is a useful tool for providing everyone with a more accurate idea of roles and responsibilities at a glance. There should be no ambiguity as to who is responsible for what. In addition, every person should have a job description listing of his/her duties. Job rotation, job enrichment is an important organizing task to execute the allotted work. In the main function, arrival, admission greetings, execution, leave-taking of the event are considered. The main event is based on the result and the concept developed and executing the same involves the real skill of the event manager and his/her team. Tracking the progress of each planned action to execution results in avoiding unpleasant situations and surprises. The departure of the guest is the point where the post event phase begins. The organization team can depart only when all the activities pertaining to the venue is completed and only then the event execution or the realization phase comes to an end. After the events and the execution, post-processing and final controlling phase starts. So, all the data related to the entire event has to be collected during this process.

From the above discussion, one can create a model for event management by applying the principles of management. Secondly, the role of planning and execution model becomes vital for the success of the event and the other process and finally this will lead to the creation of a reference model for planning and execution events to the local and international audiences. Hence, the principle of management is applicable to the events, which is an interdisciplinary task which requires careful planning and precise execution is extremely important for the events and event modeling techniques. A glimpse into this study brings to limelight that while preparing and performing events, continuous documentation and operations allow the event managers to gain knowledge and experience the existing stock of knowledge that can be utilized in future by other too because the domain of the above framework model created will be useful for them.

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