

  
**Event Management**  
**(BAJMC-305)**  
**Unit – 1**  
[Event and Event Management]  
by  
**Dr. Avneet Kaur Bhatia**  
(Associate Professor, BVICAM, New Delhi)  
2023

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur U1. 01

---

---

---

---

---

---

---

---

---

---

  
  
A mind map with 'EVENT MANAGEMENT' at the center. Surrounding it are various aspects: Finance, Marketing, Scheduling, Security, Location, Creativity, Logistics, and Target. The map is drawn on a desk with a pen, a coffee cup, and papers.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur U1. 01

---

---

---

---

---


---

---

---

---

---

  
**Event: Definition & Its Types**

- **Event Management:** An event is a planned and organized occasion that brings people together for a specific purpose. Events can vary widely in their nature, size, and scope, and they are often designed to entertain, educate, celebrate, promote, or raise awareness about something.
- An event is 'anything that happens, as distinguished from anything that exists' or 'an occurrence, especially one of great importance'. Events are happenings, often used to suggest that what happened was on an unusual scale, Memorable, etc. Most of us participate in events but managing the events is a difficult task to achieve objective.
- **Examples:**
  - Social Events: Weddings, birthday parties, family gatherings.
  - Business Events: Conferences, trade shows, product launches.
  - Cultural Events: Music concerts, art exhibitions, theater performances.
  - Educational Events: Workshops, seminars, training sessions.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur U1. 01

---

---

---

---

---

---

---

---

---

---

**Event: Definition & Its Types**

- **Classification of Events:** The event can be described as a public assembly for the purpose of celebration, education, marketing, or reunion. Events can be classified on their size, type, and context. An event can be: The event industry segment can be divided into several key sub-segments that include corporate events, competitions and decorations, cultural events, sports events, festivals and celebrations, and personal and social events.



© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur. U1. d1

---

---

---

---

---

---

---

---

---

---

**Event as Communication & Marketing Tool**

- **Event Marketing** is marketing through events, where marketing is seen as central and the event is considered the actual marketing tool. It as an attempt of focusing on a target group and involve high contact intensity. It turns a message into an event that can be experienced by the audience.
- **Definition:** "Event marketing is an attempt to coordinate the communication around a created or sponsored event. In event marketing the event is an activity that gathers the target group in time and space; a meeting in which an experience is created and a message communicated". Event marketing, according to Advertising Age, is now an intrinsic part of any marketing plan. Along with advertising, public relations, promotions, events serve to create awareness and persuade prospects to purchase goods and services.



© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur. U1. d1

---

---

---

---

---

---

---

---

---

---

**Event as Communication & Marketing Tool**

- The range of events used for marketing communication appears to be growing rapidly as does the proportion of communications budget being spent on them. The wide variety of types of promotional events available means that they can create a range of benefits within the communications mix that cannot easily be achieved as cost-effectively elsewhere. Events can be used to create new relationships or to develop further relationships in order to retain existing customers. Event helps as a marketing and communication tool in the following manner.
- **Helps in communicating brand message:** by organising or associating with the event, targeted at particular group it becomes possible for a brand to stand out. In a world filled with competing promotional messages, events offer the opportunity to create a protected, clutter-free environment in which to deliver a single brand message. This makes the message far more memorable and if it has been delivered in a unique, creative and entertaining manner then the participants are likely to develop a preference for the brand and ultimately a change in purchase behaviour.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur. U1. d1

---

---

---

---

---

---

---

---

---

---

**Event as Communication & Marketing Tool**

- Presentation of brand description to highlight the added features of product or services: to convey the product feature, various modes of communication are used to convince the potential customers. Special service camps and exhibitions are perfect events that provide opportunities for clients to reach the target audience. Thus, events help in the presentation of brand descriptions for highlighting the special added feature of the product.
- Audience Targeting:** The precise targeting opportunities offered by promotional events make them a highly effective communications tool. This type of event audience tends to be targeted by grouping people according to their values, enjoyment, personality type and social group rather than simple demographic and geographic characteristics. This makes the targeting more meaningful and creates groups that have a resonance with the brand.

© Bharati Vidyapeeth's Institute of Computer Applications and Management., New Delhi-63, by Dr. Avneet Kaur.
U1. 41

---

---

---

---

---

---

---

---

---

---

---

---

**Event as Communication & Marketing Tool**

- Creating and maintaining brand identity:** Events helps in achieving the goal of particular brand and thus can create a brand identity. Events are used as marketing communication tool where a particular brands to sponsor , cultural and local events as well as use promotional schemes along with trade partner.
- Enabling interactive mode of communication:** One of the main benefits is the ability of an event to get a small group of people together in a controlled environment. This makes them ideal for relationship building due to the level and intensity of interaction and personalization that is possible. Events can be used to create new relationships or to develop further relationships in order to retain existing customers.
- Direct Feedback:** Events provide participants with the opportunity to interact with the brand creating an 'all senses' tangible experience rather than simply a visual or aural contact. This tangibility, created through sampling, testing and interaction, has a higher impact on the audience and also reduces the risk associated with a purchase.

© Bharati Vidyapeeth's Institute of Computer Applications and Management., New Delhi-63, by Dr. Avneet Kaur.
U1. 41

---

---

---

---

---

---

---

---

---

---

---

---

**Event as Communication & Marketing Tool**

- Enabling authentic test marketing:** Bring the target audience together by creating opportunity for marketing test of the product for an authentic feedback through this , the seller can identify the trails success and other characteristics about the target audience in order to communicate in a better way.
- Generate instant publicity:** A final advantage is the ability of promotional events to reach an audience which is far wider than those who attend or participate. This is achieved directly through the event via publicity generation and word of mouth and also through the integration of other communication methods. Creative events are an ideal way of seeding a word of mouth viral campaign and therefore creating an anticipatory buzz.
- Generate immediate sales:** most of the events display their products for sale, it is a process of direct marketing. In event generally highly defined target audience takes place, so its a good platform for the client to directly deal with customers.

© Bharati Vidyapeeth's Institute of Computer Applications and Management., New Delhi-63, by Dr. Avneet Kaur.
U1. 41

---

---

---

---

---

---

---

---

---

---

---

---

**Event Management: Definition and Elements**

- Today, events are central to our culture as perhaps never before. Increases in leisure time and discretionary spending have led to a proliferation of public events, celebrations, and entertainment. Governments now support and promote events as part of their strategies for economic development, nation-building, and destination marketing. Corporations and businesses embrace events as key elements in their marketing strategies and image promotion. The enthusiasm of community groups and individuals for their own interests and passions gives rise to a marvelous array of events on almost every subject and theme imaginable.
- **Event management** is "the process of creatively applying necessary professional skills in organizing a focused event for a target audience to achieve a desired objective." Event management is a powerful blend of creative and technical skills, essential for the creation and delivery of any live experience (be that a wedding, festival, private party, sporting event, conference, or meeting).
- **Out House Venue:** Any venue in which neither the client nor the professional event organizer has any ownership rights is called an external Venue.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur. U1. 4.

---

---

---

---

---

---

---

---

---

---

**Event Management: Definition and Elements**

- **Timing:** To determine the right timing, there are many factors to be considered, such as the days of the week, months of the year, holidays or other events in the calendar, type of event, location, and many local factors. When considering the best time to hold an event, it is important to consider other events that may complement or compete with the event you are organizing.
- **Clients:** Clients are the people or organizations who act as sponsors at any event. They sponsor the events because they use events as a more effective marketing communication tool to create for themselves a desired position in the minds of the target audience. They provide funds that either fully or partially subsidize an event to make it affordable for the target audience.
- **Media:** Media is the specific communication mix designed to act as the front end for the event to first inform and then entice the target audience to attend the event. This also comprises live & Post event coverage for those who for some reason such as affordability time, distance, and security constraints could not attend it.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur. U1. 4.

---

---

---

---

---

---

---

---

---

---

**5C's of Event Management**

**Concept**  
 First up, concept. When you conceptualise your event, you create the framework from which it will grow. In doing this, you need to consider:

- Why you are holding your event;  
 Who will be in attendance;  
 When it will be;  
 Where it will be;  
 What will happen at the event.

Don't skimp on the details here. Really mine down into each of the above points and take the time to understand all corners of your event. First of all, what is the purpose of your event? What is the end goal? This objective needs to be clear and communicable to your audience. When you have this, you can start to think about the audience, how you will reach them and how you will engage them.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur. U1. 4.

---

---

---

---

---

---


---

---

---

---



 **5C's of Event Management**

- **Control**  
Event control means just that. Staying in control. Be sure to keep things tight and stick to your plan as far as possible. If you start to go off-piste, and get distracted, it's possible that you might waste time, money, or both on resources that don't feed the 'Why' you established at the concept stage.
- It may be helpful to draw up a timeline before you start planning and set yourself clear targets of what should be done, when it should be done by and who is responsible for it. You can't be too much of a control freak in event management, so keep your eyes on the prize and ensure you have a clear understanding of what your event will look like before you do anything else.
- Event control also means managing supplier and vendor relationships. If you're working with other businesses, you are responsible for ensuring everyone is on the same page. Establish regular contact with suppliers and vendors and ensure they are fully briefed on your expectations, goals and contingency plans. Lack of communication will come back to bite you should anything go wrong, so again be sure to cover all of your bases!

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur. U1. 41

---

---

---

---

---


---

---

---

---

---

 **5C's of Event Management**

- **Culmination**  
In event culmination, we reach the climax. The big day itself. Your event has come to fruition and it's time to get the show on the road. But your job as event manager doesn't stop when the event starts. In fact, it's really only just begun.
- The culmination phase involves communicating with suppliers, vendors and staff, keeping a close eye on timelines, monitoring security, ensuring everything is set up at the right time, etc. Just like the control phase, culmination is about steering the ship in the right direction and putting into action contingency or back up plans if it goes off course.
- Make no mistake, something unexpected will happen throughout the course of your event. What will affect the outcome the most is how well you planned for it, how well you perform under pressure, and how timely this issue is communicated to you when it does occur.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur. U1. 41

---

---

---

---

---


---

---

---

---

---

 **5C's of Event Management**

- **Closeout**  
The closeout phase is what comes after the event is over. This can include ensuring the venue is clean and tidy, liaising with staff, and closing off with any caterers, entertainers, etc.
- Closeout also extends to post-event management, such as getting feedback from clients, evaluating your performance, thanking attendees and staff, reviewing the budget, etc. Although you may just want to have a long lie down after your event, post-event management will help you to understand if and how you reached your goals for the event, and how you can use the momentum gained from it to move forwards.
- **Using The 5 C's of Event Management For A Successful Event**
- The 5 C's of event management will give you an overall structure for planning and executing your event. There is a lot to consider, even for small gatherings, meetings and conferences. Not to mention that added pressure of reaching your goals and ensuring attendees are happy, safe and engaged throughout.

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur. U1. 41

---

---

---

---

---

---

---

---

---

---

**5C's of Event Management**

- The activities required for marketing and managing events require certain steps to be followed that can be called the five C's of events. There is a very complex interaction b/w the various C's before the carrying out stage, depending on the requirements of clients, constraints forced by budget etc. The final concept which is going to be carried out is a derivative of a series of modifications to the initial concept. The final concept is arrived at after accommodating changes required for a perfect fit amongst all other C's during the conceptualization process. This process can be termed as event designing.
  - Conceptualization**- creative ideas/ Ambience
  - Costing**- cost of production & margin on the event.
  - Canvassing**- Sponsor, Customer & Networking Components.
  - Customization**- according to brand personality, the objective of the organization budget, etc.
  - Carrying out** - execution of event according to the final concept.

© Bharati Vidyapeeth's Institute of Computer Applications and Management., New Delhi-63, by Dr. Avneet Kaur. U1. 41

---

---

---

---

---

---

---

---

---

---

**5C's of Event Management**

- Conceptualization:** It involves the conception of the idea and the theme for the event. It also takes into consideration the objective and the elementary need for hosting the event. Planning the theme of the event with due consideration to the objective, target audience, venue for the event, time constraints, media coverage, and planning the core elements of an event. It is concerned with idea formation with a differential approach to attracting and targeting an audience. The original concept undergoes modifications on the basis of the inputs obtained from the other C's. The final concepts get defined once the constraints posed by budget, client requirements, target audience profile, etc. are objectively stated.
- Costing:** It will involve the preparation of cost estimates, the sources of acquiring funds, and the preparation of budgets. Creating a provision for risk coverage and managing uncertainties also form part of the activities.
- Canvassing:** Canvassing activities would involve obtaining sponsorships. Fundraising, networking and advertising to generate the required mileage for the success of the events.

© Bharati Vidyapeeth's Institute of Computer Applications and Management., New Delhi-63, by Dr. Avneet Kaur. U1. 41

---

---

---

---

---

---

---

---

---

---

**5C's of Event Management**

- Customization:** Reinforcing client requirements to suit the needs of the client and the fulfillment of objectives. It involves a blend of creativity and suitability to match the changing trends and tastes of the customers. It involves a custom approach, a tailor-made approach aimed at facilitating the achievement of the mission and vision of the client.
- Carryout:** In this approach, execution of plans takes place that will further the interests of the client. It includes a set of activities and operations that lead to the accomplishment of objectives. It is a stage where the event's activities are in progress. Implementation of event plans and deviations, if any from the scheduled activities are remedied through a suitable course of action.

© Bharati Vidyapeeth's Institute of Computer Applications and Management., New Delhi-63, by Dr. Avneet Kaur. U1. 41

---

---

---

---

---


---

---


---


---

---

 **5C's of Event Management**

- **Customization:** Reinforcing client requirements to suit the needs of the client and the fulfillment of objectives. It involves a blend of creativity and suitability to match the changing trends and tastes of the customers. It involves a custom approach, a tailor-made approach aimed at facilitating the achievement of the mission and vision of the client.
- **Carryout:** In this approach, execution of plans takes place that will further the interests of the client. It includes a set of activities and operations that lead to the accomplishment of objectives. It is a stage where the event's activities are in progress. Implementation of event plans and deviations, if any from the scheduled activities are remedied through a suitable course of action.





© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur. U1. 8

---

---

---

---

---


---

---

---

---

---

 **Bibliography**

- Goyal, S. K., "Event Management"
- Kishore, D., & Singh, G. S., "A Booming Industry and an Eventful Career"
- K. Purnima, 'Event Management: Anmol Publications Pvt Ltd'

© Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi-63, by Dr. Avneet Kaur. U1. 8

---

---

---

---

---

---

---

---

---

---